

# The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

**DECEMBER, 1955**



Uses for customer in-  
voice survey... Page 38

Future industry sales  
picture bright... Page 42

Why equipment balance  
is essential... Page 48

Benefits of long-range  
promotion plan. Page 66

LEFT: Customers are wel-  
comed to Fine Art Dry  
Cleaners, Mahwah, N. J.,  
by mechanical routeman.  
He also "delivers" a 2 1/2-  
minute oral commercial.  
For details see story on  
page 57

# Don't forget

always add the correct  
amount of Hyflo

WHEN USED in recommended quantities, Hyflo consistently delivers high quality work and long cycles at low pressures. Johns-Manville Hyflo\*

is the high speed filter powder that makes solvent recovery almost automatic. It always removes insoluble impurities, never removes active detergent.



\*Trade mark reg. U. S. Pat. Off.

Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N. Y. In Canada, 565 Lakeshore Rd. East, Port Credit, Ontario.

The complete filter powder service for drycleaners

- ✓ **J-M Dealers**—there's one nearby, ready to serve you
- ✓ **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- ✓ **J-M Engineers**—get expert help on your operating problems
- ✓ **J-M Drycleaning Laboratory**—for study of the latest cleaning methods



**Johns-Manville** **HYFLO**

the filter powder for charged system cleaning

**REDUCE FINISHING COSTS  
WITH  
LINT-FREE, CLING-FREE  
DRY CLEANING**



**BUCKEYE clean-charge\***

**because:**

**1. ANTI-STATIC PROPERTIES**

Provide safe, thorough, effective control of lint and static! Dark, lint-gathering fabrics and soft, lint-laden fabrics are dry cleaned lint-free, static-free by Buckeye Clean Charge\*!

**2. LOWER PLANT COSTS**

Fabric classification time is greatly reduced! Hand finishing and brushing are eliminated! Buckeye Clean Charge\* takes the guess work out of dry cleaning!

**3. NATIONAL ADVERTISING**

Activates consumer interest—millions of readers of Life and Ladies Home Journal and Good Housekeeping demanding "lint-free", "cling-free" dry cleaning.

**4. EFFECTIVE SALES AIDS**

Specially designed sales aids . . . Newspaper Mats, Window and Wall Banners, Decals, Garment Bags, Publicity Releases, Radio and Television Spots and other hard-hitting sales promotional material is available to plants using Buckeye Clean-charge\*.



You'd better start making preparations for the hundreds of customers in your area who are going to be demanding Buckeye Clean Charge\* dry cleaning. Write for complete information.

\*Patent applied for: product and process

Thousands of dry cleaning plants throughout the United States and Canada have discovered the Buckeye Clean Charge\* one product success for wet, dry, stock and charge! Enthusiastic reports show reduced operating costs—color and classification time greatly diminished—spotting and finishing cut by nearly 25%!

Buckeye Clean Charge\* makes possible safe water addition without special formulation of emulsion mixtures—eliminates moisture formulation errors—permits safe use of filter powders without fear of sticking to garments! Here is the greatest success story in the history of dry cleaning!—A success story that will be retold hundreds of thousands of times through an extensive national advertising campaign!



Producers of Quality Products Since 1844



## Modern Truck Features That Mean Business!

Chevrolet trucks have got it! A full list of modern features that mean better business—on the job today and at trade-in time tomorrow!

When you get right down to it, any truck without all of Chevrolet's Task-Force features is still living in the past. Why risk losing money with an old-fashioned truck—both on the job and at trade-in time—when you can get a Task-Force model with the industry's most advanced features?

**Most modern power—V8 or 6.** There's longer life in Chevrolet V8's (extra cost in most models). With their short-stroke design—shortest of any leading truck—you can count on less friction

and wear per mile. If you go for sixes—Chevrolet's gas-saving valve-in-head sixes are famous for their dependability. All engines are sparked by a modern 12-volt electrical system for quicker starting and smoother going!

**Most modern comfort and safety features.** New efficiency boosting advances like panoramic windshield, High-Level ventilation, softer seat action and concealed Safety Steps!

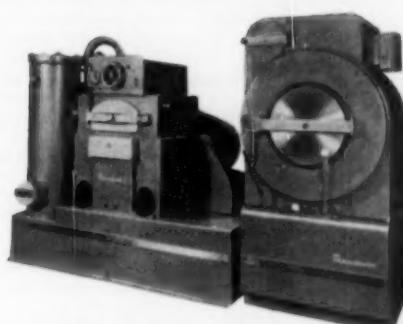
**Most modern chassis features.** New suspensions; new, more rigid frames; tubeless tires standard on  $\frac{1}{2}$ -ton models!

See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**NEW CHEVROLET**  
**Task-Force TRUCKS**

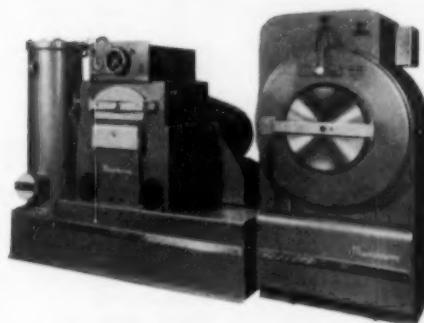


# 3 big capacity—low cost Manitowoc single bath units



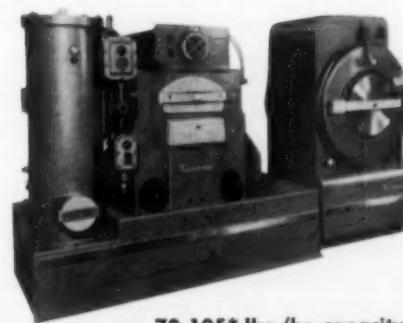
90-120 lbs./hr. capacity

PERCHLOR



70-105\* lbs./hr. capacity

140°F



70-105\* lbs./hr. capacity

105°F

Treat your customers to superior quality cleaning and fastest service possible—treat *yourself* to greater capacity at lowest cost with Manitowoc single bath dry cleaning units. You get the finest features available in any one of Manitowoc's three modern single bath machines. Advantages like continuous distillation for a constant supply of fresh, clean solvent; complete, built-in safety ventilation; handy sludge agitator in built-in storage tank; heavy duty, 2-speed clutch with smooth, positive engagement and operation; low heat, 36" x 30" high efficiency tumblers; compact dimensions use minimum floor space; equipped with exclusive Diverti-Flo<sup>†</sup> for easy field conversion to 2-bath operation; choice of semi or fully automatic controls; cloth plate or Manitowoc-Olson tubular filters.

Your authorized Manitowoc distributor can suggest the correct unit to meet your individual needs. Call him now for further information or write directly to Manitowoc for free literature—no obligation, of course.

**Manitowoc also Features  
a Complete Line of  
Fine 2-Bath Units**

\*with additional tumbler    †Pat. Pend.

## Manitowoc

A Complete Line of Synthetic  
and Petroleum  
DRY CLEANING SYSTEMS

Perchlor

140°F. 105°F



MANITOWOC ENGINEERING CORP.

512—16th St.

Manitowoc, Wisc.

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The National  
CLEANER & DYER

VOLUME 46  
NUMBER 12  
DECEMBER  
1955

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Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice-President and General Counsel; Albert M. Anderson, Executive Vice-President; Harold P. Harper, Donald E. Arnold, Hamilton B. Mitchell, Giles B. McCallum, Vice-Presidents; Edward A. O'Rourke, Assistant Vice-President; Harry W. Warner, Secretary-Treasurer; Karl G. Clement, Controller. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, \$4.00 per year in advance; foreign countries in Postal Union, \$6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, \$1.00. Executive, Editorial and General Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: Oregon 9-4000. Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago, Illinois. Telephone: Webster 9-5255. West Coast Editorial Office, 4743 Collins Avenue, Los Angeles 32, California. Telephone: Clinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California, and 5478 Wilshire Boulevard, Los Angeles 36, California.

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NEW SYNTHETIC

# Cyclo "S"

TRADE MARK  
SOAPLESS PRESPOTTER

Cyclo "S" is designed specifically for prespotting in modern charge system plants where build-up of true soap compounds is objectionable.

Unlike the standard Cyclo, two components of which comprise true soap and moisture, the new synthetic Cyclo "S" is both soapless and anhydrous.

**Same Instructions as for standard Cyclo.** Cyclo "S" may be used in all of the famous formulas which have been popular with the old standard Cyclo since 1927. Two of the most extensively used formulas are as follows:

PRESPOINT FORMULA for food and perspiration	1 PART CYCLO "S"
	1 PART SOLVENT
	1 PART WATER

RECLEAN FORMULA for paint, oil and grease	1 PART CYCLO "S"
	2 PARTS PICRIN



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Printed in U.S.A.

USE ALL FORMULAS AS RECOMMENDED FOR STANDARD CYCLO

CYS-237



*Diamond  
Perchlorethylene  
helped me boost sales!*

Oil, grease, tar, wax, gum—this new, improved DIAMOND solvent removes *all* oil-soluble soils. It penetrates everything—delicate fabrics or heavy woolens—safely and quickly. Word gets around. Old customers come back. New customers come in.

Dry cleaners now using DIAMOND PERCHLORETHYLENE talk about its excellent quality and performance. It's doubly stabilized and meets all standards covering toxicity and flammability.

Try a drum next time. Your local DIAMOND sales office can give you the name of the nearest DIAMOND distributor.

Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

Send for NEW, free folder on DIAMOND PERCHLORETHYLENE.



**Diamond  
Perchlorethylene**  
For professional drycleaning at its best

**Operator finishes one garment while machine steams and dries another!**

*Fully Automatic*

## CISSELL FORM FINISHER

CONVENIENT  
CONTROL  
ZONE

**NO FOOT PEDALS**

# CISSELL

*Consult Your Jobber*



### FINGER TIP OPERATED TIME SWITCH CONTROLS BOTH AIR AND STEAM CYCLES

NO FOOT PEDALS! . . . Cissell-built Time Switch does the job. Permits a new ease in Form Finisher operation. Rotate Timer Knob . . . operator is free to perform other duties while the Cissell Form Finisher steams and dries automatically. Timer Knob may be rotated at any time to re-set Air or Steam Cycle, as required.



BUILT FOR YEARS of dependable service . . . Stainless-steel frame . . . cast aluminum shoulder form . . . extra large steam chamber . . . Cissell-built steam valve . . . Guaranteed for one year against manufacturer's defects.

FINISH ANY SIZE GARMENT — silk or wool. Shoulder form adjustable from smallest child's coat to largest man's. Vertical adjustment on front clamp permits proper positioning for any size garment. Revolving form is correct height for short or tall operators.

SIMPLE OPERATION . . . FAST PRODUCTION . . . QUALITY FINISHING. Ample supply of steam—no wetting out of nylon bag. No drain or water overflow.



### DAMPER BETWEEN FAN AND HEATING COIL

—retains steam within bag . . . permits hot air to rise from heating coil EVEN WHEN AIR IS SHUT OFF. Keeps metal parts warm and free of condensation.

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST. • LOUISVILLE, KY.  
P. O. BOX 1143

Pacific Coast Office: 4823 W. Jefferson Blvd.,  
Los Angeles, Calif.

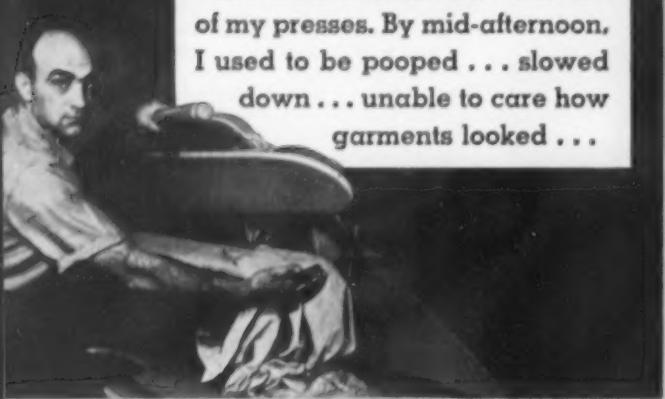
Foreign Distributors: write Export Dept.,—  
Cable Code, "CISSELL"

# "Just a year ago I thought Drycleaning was a lousy way to make a living..."

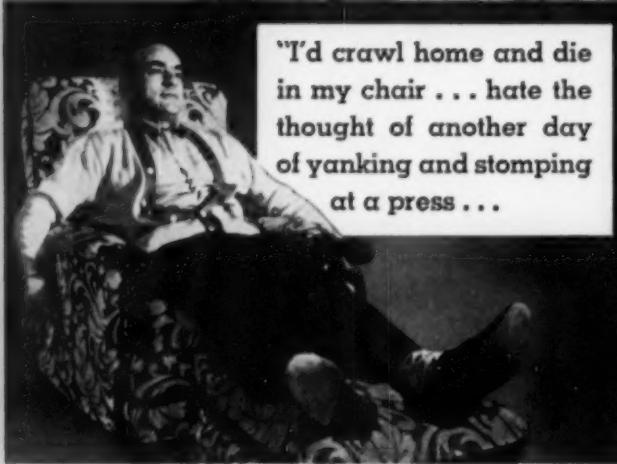
— says Albert Lombardi, owner of Luxury Cleaners



"Like a lot of owners I work one of my presses. By mid-afternoon, I used to be pooped . . . slowed down . . . unable to care how garments looked . . .

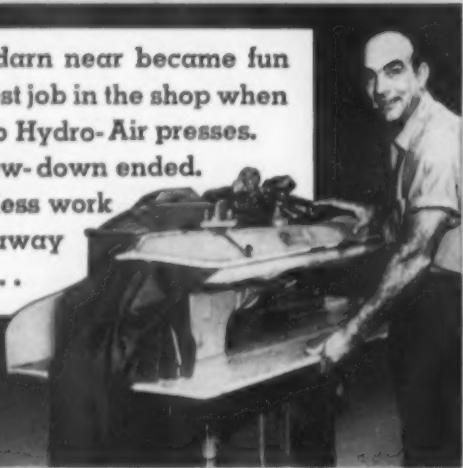


"I'd crawl home and die in my chair . . . hate the thought of another day of yanking and stomping at a press . . .



## Then a HYDRO-AIR ended the killing work!

"Finishing darn near became fun . . . the easiest job in the shop when I changed to Hydro-Air presses. Mid-day slow-down ended. So did careless work that drives away customers . . .



"Now, I'm fresh and ready for nine holes after work. My presser no longer talks about getting another kind of job."



"For faster work that means more profit . . . For better work that gets more customers, I suggest you look into the HYDRO-AIR"

Just work at a *Hydro-Air* for two minutes. You'll see that Albert Lombardi doesn't exaggerate. You'll realize there's nothing comparable to it . . . that the revolutionary Pantex hydraulic-and-air power unit makes the same difference in press operation that power steering and power brakes make in driving. It's practically effortless! Amazingly simple to run! Almost noiseless!

You'll find many other dream features in the *Hydro-Air*, too. For instance, the old problems of contact and working pressures are licked. Send for the folder that explains all.

PANTEX MANUFACTURING CORPORATION,  
Box 660A, Pawtucket, Rhode Island  
Send me booklet about *Hydro-Air* Presses

Name & Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Street & City \_\_\_\_\_

**Pantex** *Hydro-Air*

AIR OPERATED DRYCLEANING PRESS

# For the lowest spotting costs you've ever known

## THE RSR PROCESS\*

### Of Spot Removal In the Wheel With Charged System Cleaning

surest and fastest method for removing all set stains

\*NID Bulletin No. F-15 describes this process in detail. May we send you a copy?

When you adopt the RSR Process, digestion of spots starts at inspection point or spotting board and stains are removed in drycleaning wheel. You eliminate flushing, tamping, scraping, re-wetting of digester, and the need for keeping garment warm. There is an amazing saving of time and labor. You can safely remove stains from all types of fabrics. You will turn out quality work in a fraction of the time formerly required. It adds up to better profits.

#### THE FORMULA IS SIMPLE

1 rounded  
teaspoon RSR  
1 teaspoonful  
glycerine (CP or USP)  
1/2 pint of water  
Prepare solution  
fresh daily

#### THE METHOD IS EASY

Keep the RSR solution  
handy to inspection point  
or spotting board, and  
1. Apply to stain  
2. Set garment aside  
for 20 minutes  
3. Apply dry type  
pre-spotter or leveling  
agent to treated area  
(to prevent circles)  
4. Run or re-run in  
drycleaning wheel

#### RE-SIZE with

A remarkably superior sizing. It costs mere pennies. It will pay you in customer satisfaction to return bright-as-new garments with mill-like body, hand and feel restored. Easily applied on all types of fabrics. Permanent for 8 to 10 drycleanings or washings.



WALLERSTEIN COMPANY, INC., 180 MADISON AVENUE, NEW YORK 16, N. Y.

## LETTERS to the EDITOR

## Spotting Solution

To the Editor:

As a very good reader of your magazine, in the September issue, page 84, in the article "Spotting Under the Charged System," I found a very interesting question for us. It is that you can make the moisture emulsion mixing a detergent with water and solvent. The part that called my attention and moved me to write is to ask what kind of detergent to use.

This question is very interesting for me, since we started to use the charged system not long ago, and we are importing the emulsion from the States, and that is costing us too much. If you can tell us what detergent to use, or what kind of ingredients to use, maybe we can get them here.

As I told you at the beginning we are very good readers of your magazine. I have the whole collection since 1952 and I use them a lot. They have helped me in many cases when I don't know how to do something, and in many troubles I have had.

The articles you published last year concerning shirt laundering were my guide when we started with the shirt department. Congratulations for all this work you have done to help the drycleaning industry.

JAIME RESTREPO

Vice-President, Lavanderia Imperial  
Bogota, Colombia

Since you are using a charged system, simply use the same soap that you use for your charge make-up. Proportions will vary with the type of charge soap employed. Please refer to the article mentioned for suggested proportions.

—EDITOR

## New Use for Tumbler

To the Editor:

Here is one for the magazine—and proof that it's getting cold up Maine way. Last week the tumbler at Wright's Drycleaners, Pittsfield, Maine, made a terrible noise and came to a stop. They tore the mechanism down but couldn't find the trouble. But the drycleaner reached

his arm into the duct leading to the outside and pulled out a large black cat. Maybe it was in the spirit of Hallowe'en—or he just went in there to get warm—but it was certainly his undoing as well as the tumbler's!

CORT ANTONSON

Concord, N. H.

## Handling Electric Blankets

To the Editor:

Thank you for the information on how to prevent felting of sweaters. We are following your suggestion and have had good results.

We have had several inquiries on cleaning electric blankets. We shall be glad to receive any information that you have on handling them.

T. L. STEWARD  
Neosho, Mo.      Steward Cleaners

We do not recommend drycleaning electric blankets. These should be laundered, and for your guidance here is a copy of a story explaining the washing procedure.

Most cleaners charge extra for electric blankets, averaging around \$3. They do require special handling, and we suggest you get paid accordingly.—EDITOR

## Articles Readers Want

How to double your drycleaning volume and increase production and at the same time turn out a quality product. What gadgets and promotions to use?

I have in mind a small drycleaning business doing \$600 to \$700 weekly.  
GEORGE D. LOW  
Flint, Mich.      Service Cleaners

A series of articles on problem materials and problem stains (especially as new materials come on the market) which are written for the customer so that we can have them reprinted and distributed.

Mitchell Gardens Cleaners  
Flushing, N. Y.

I would like to see some discussion on whether or not pickup stations pay off.

JOHN E. MELENCAMP  
Cyril, Okla.

Would like to see some discussion of the "hot solvent problem."

S. J. LANDRY  
Berwick, La.      Berwick Cleaners

The subjects suggested above will be discussed in forthcoming issues.—EDITOR



## PUMPS LAST LONGER

Simple Low Cost Replacement with the

Exclusive "Viking Re-Nu-it" Pump

Use the new "Viking Re-Nu-it" dry cleaners pump for longer life. Pump comes equipped with steel liner and self-lubricating bearings.

For complete information, ask for bulletin A200Q today.



**VIKING PUMP COMPANY**

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

See Our Catalog In Seats

# CAL'S CHARGE

THE DRYCLEANING SOAP WITH

# BUILT-IN MOISTURE CONTROL

Cal's Charge at only 1½% gives moisture cleaning results or dry results as you choose. Moisture stock is used but there is no moisture carry-over when you want dry loads.

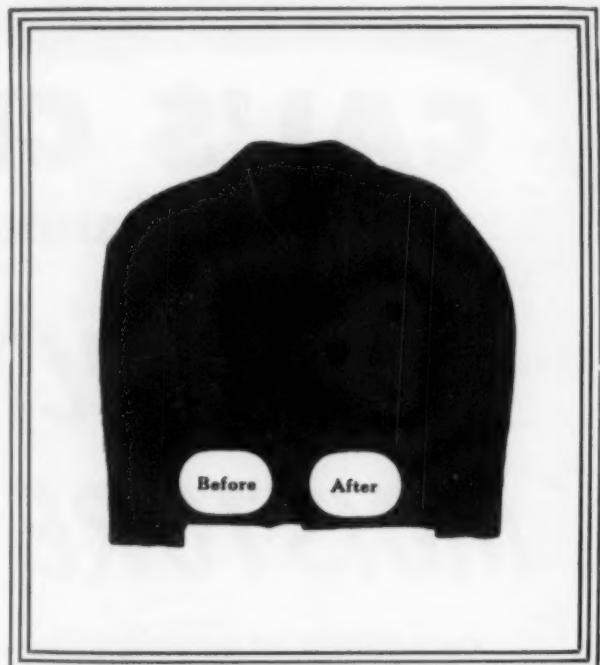
Cal's Charge gives you more accurate moisture control and excellent cleaning—the highest percentage of pass-ups without wrinkling, loss of sizing or shrinking. Yet, you charge with far less soap. At only 1½%, Cal's Charge holds up for days showing the same soap percentage. You get dazzling whites and brilliant colors load after load. The soap stays in the solvent where it belongs . . . doesn't come out on garments or in the filter. ALL IN ALL, you get better moisture control, lower soap consumption and cleaner garments.



ORDER CAL'S CHARGE FROM  
YOUR JOBBER IN 55, 30, 15  
AND 5-GALLON DRUMS

**CALED PRODUCTS CO., INC.**  
BRENTWOOD MARYLAND

# LEATHER RESTORED AND ENRICHED BY *Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinishing with Colorflex will not crack or peel under any climatic condition. They retain all the

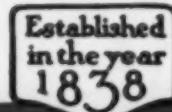
flexibility and feel of virgin leather, will not rub or crack, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

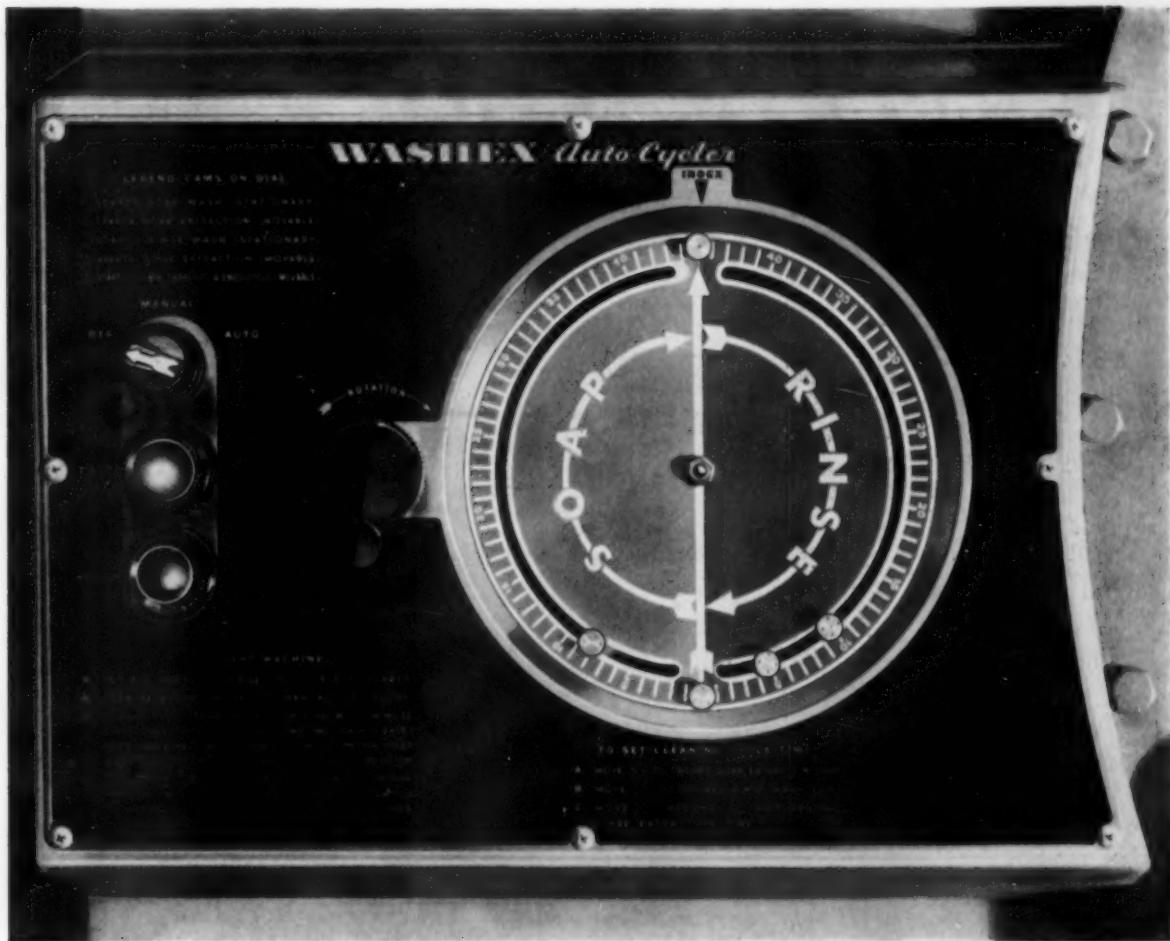
Write for special bulletin on  
**CLEANING AND FINISHING**  
**OF LEATHER**

•  
**DISTRIBUTORS EVERYWHERE**  
•



**EATON CHEMICAL AND DYESTUFF COMPANY**

470 FRANKLIN ST. DETROIT, MICHIGAN



# AUTOMATION

**A MAGIC WORD FOR GROWTH... HOW CAN YOU APPLY IT IN DRY CLEANING?**

The WASHEX Auto-Cycler permits complete control over every step of the dry cleaning machine operation. The timing of every phase can be readily varied to any specific needs and a cycle may be interrupted to add a few items into the machine.

... And in an emergency situation the machine can still be manually operated by push-pull valves on the front of the machine. Yes, full protection against overflowing of the machine, against interchange of solutions, or against extracting with solvent in the machine are also provided.

It certainly will pay you to check with your

WASHEX Distributor how WASHEX can bring Automation into your plant.

WASHEX Auto-Cycler is available on all packaged and standard WASHEX Combination Washer-Extractors from 65 to 450 lb. capacities.

**WASHEX MACHINERY CORPORATION**

192 Bunker Street, Brooklyn 22, N. Y.

Please send me further information on

..... 'P-65' WASHEX	..... '200' WASHEX
..... 'P-100' WASHEX	..... '300' WASHEX
..... '100' WASHEX	..... '500' WASHEX
..... with WASHEX Auto-Cycler	
..... WASHEX Tube Filter	

NAME .....

FIRM .....

ADDRESS .....

CITY .....  ZONE .....  STATE .....

WASHEX MACHINERY CORPORATION  
192 BUNKER STREET, BROOKLYN 22, N. Y.

***The year's biggest truck news  
is right here on this page!***



## **New *INTERNATIONALS*!**

***All-Truck Built to save you the BIG money!***

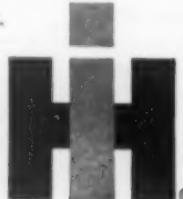
**It's here!** A great new line of light, medium and heavy-duty **INTERNATIONALS** from 4,200 to 33,000 lbs. GVW. They're *all truck*, with no passenger car components asked to do a truck job . . . with more features than ever for **BIG** money savings, in operating and maintenance costs.

These new **INTERNATIONALS** are powered by a range of 10 gasoline and LPG engines designed specifically for trucks. They give you high power and torque in the normal driving range where you can *use* it—in traffic, heavy going, up hills. And they give you this top performance at wear-reducing, money-saving rpm.

They have smart, functional styling for easy, economical maintenance, even on the roughest truck jobs. They have driver-saving cabs that let drivers work longer without fatigue. First chance you get, see these good-looking, easy-working, **BIG** money saving **INTERNATIONAL** Trucks.

**INTERNATIONAL HARVESTER COMPANY • CHICAGO**

**INTERNATIONAL<sup>®</sup>  
TRUCKS**



In the new **INTERNATIONAL** line there are trucks for every delivery job. Multi-stop models with all-new weight-saving **METRO-LITE** body (top) for heavier payloads, greatest multi-stop capacity. Panel models (above) for smart, money-making good looks, all truck for **BIG** money savings. Many other specialized and standard types for widest choice in the world's most complete truck line.

Motor Trucks • Crawler Tractors • Industrial Power  
McCormick<sup>®</sup> Farm Equipment and Farmall<sup>®</sup> Tractors

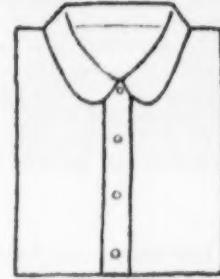
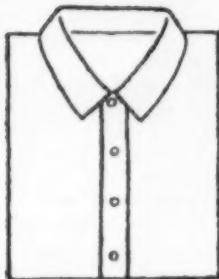
NATIONAL CLEANER & DYER



## KOHNSTAMM'S NEW SHIRT-CLEANING SERVICE



**ASSURES YOU A SPOTLESS REPUTATION!**



**HERE'S WHY...**

### SPOTLESS WHITE WASHING!

Amazing H-K Shirt Short Formula produces superior quality at a low cost for small wheel operators.

### PERFECT FINISHING!

Only Kohnstamm offers the nationally famous combination of RESILLO—FLAMONEL—and THERMOTEX for padding shirt presses...and no other combination can match these three for the finest, smoothest finish and the most economical shirt production.



Ask your representative to show you the proof of superiority in shirts laundered the Kohnstamm way.

ESTABLISHED 1851

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OF QUALITY LAUNDRY AND CLEANING SUPPLIES

## SIGNS of the TIMES

**New Standards for Industry:** The American Standards Association has approved the initiation of a project to establish performance requirements for cleaning and maintenance materials applicable to 19 end-uses. Among these end-uses to which the standards will apply are included on-location carpet cleaning and upholstery cleaning.

The project, which was submitted to the ASA at the request of the American Hotel Association, was voted on by a general conference of manufacturers of materials, manufacturers of products on which cleaning is performed, government and health agencies, consumers' groups and trade associations on October 6 at ASA offices in New York.

# #

**Public Relations:** As part of its public relations program, the Canadian Research Institute of Launderers and Cleaners, Ottawa, Canada, arranged for an interview with E. W. Finlayson of CRI on the St. John Ambulance Association program, sponsored by radio station CKEY in the Toronto area and known as "The Voice of St. John." Mrs. W. C. Douglas interviewed Mr. Finlayson on the October 16 broadcast.

# #

**New York State Labor Leaflets:** Two new leaflets, "Information for Small Business," and "Questions and Answers About Unemployment Insurance Law Changes Affecting Firms With 2 or 3 Employees in New York State," are now available to business and trade associations in New York State. Firms with *three* employees on *any* day will come under the unemployment insurance law on January 1, 1956, and firms with *two* employees will follow on January 1, 1957, as a result of 1955 amendments to the law. Requests for leaflets should be addressed to Public Relations Office, Division of Employment, N. Y. State Department of Labor, 500 Eighth Ave., New York 18, N. Y.

The Division of Employment has also offered to plan workshops on these subjects if an attendance of 25 or more can be assured. Requests for workshops should be addressed to Milton J. Bass, Assistant Director, U. I. Accounts Bureau, 800 N. Pearl St., Albany, N. Y.

**Labeling Regulations:** Canadian regulations respecting the labeling of textile materials have been approved by an order of Council and will be effective January 1, 1956. Interpretations in these regulations include the following:

"Correct name," with reference to the material content of a textile material, means the name of a textile fiber that accurately describes the fiber or fabric content to which it refers; "dealer" means any person who offers for sale or advertises for sale any textile material; "display poster" means any poster or directional sign used only to identify any group or groups of textile materials and which is not intended to identify individual or specific textile materials in that group or groups; "label" includes any advertisement, poster, display card, ticket, tag, sticker, mark, label, invoice, receipt or other form of description, marking or advertising, applied in any manner and regardless of whether or not it is attached to the textile material, that purports or may be understood to describe the material content of a textile material, but does not include a display poster; "material content" means the textile fiber contained in or the fabric content of a textile material; "textile fiber" means any animal, mineral or vegetable fiber, whether natural, manufactured or otherwise processed; "textile material" includes any textile fiber, thread or yarn, any knitted, woven, netted, felted, matted or braided fabric made from such fiber, thread or yarn and any textile product made from such fiber or fabric.

# #

**Court Actions:** Authority of the State Drycleaners Board to compel Oklahoma County cleaning plants to charge more for pickup-and-delivery service than for cash-and-carry was attacked in district court recently. The challenge came in an appeal from the board's order of September 15, fixing minimum charges for each type of service. It was filed by the Oklahoma Operating Co., operator of the White Swan, New State, French Unique, Dinks Parrish and Kings Laundry and Cleaners.

The Virginia Supreme Court of Appeals held recently that the state's Dry Cleaners Act is invalid and cited three reasons: (1) The act requires a

drycleaner's license tax for the "mere transportation of clothes and other fabrics to and from a drycleaning establishment;" (2) "It delegates unlimited discretion to an administrative agency to promulgate rules regulating the granting, suspension or revoking of licenses to conduct a business without fixing any standard or test to guide and control the exercise of such discretion;" (3) "It makes an unreasonable and arbitrary classification of the areas in which it is to be effective."

# #

**Promotion Planning Aids:** The new edition of "Special Days, Weeks and Months in 1956," a 48-page booklet listing over 300 business promotion events, legal holidays and religious observances, has just been published by the U. S. Chamber of Commerce.

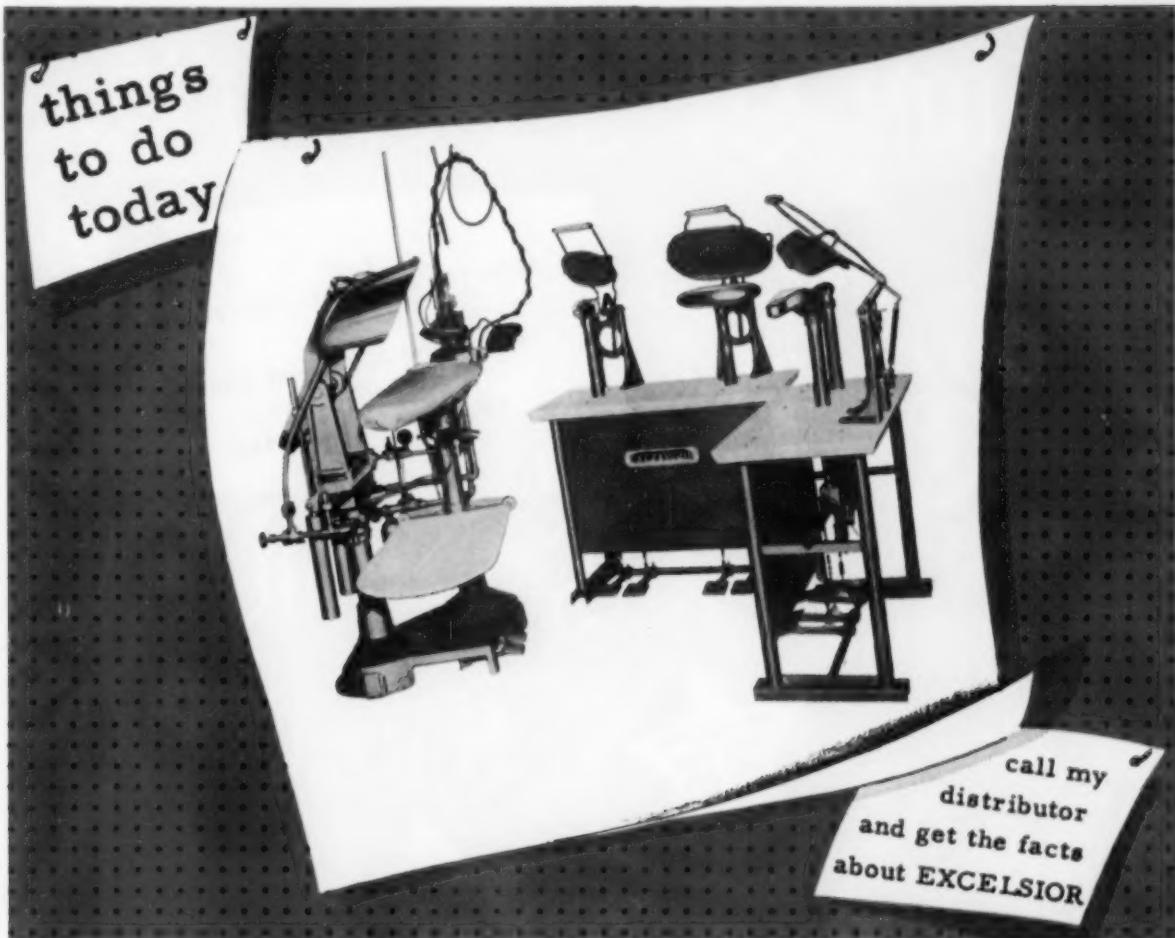
Prepared especially for businessmen, the booklet enables retailers, wholesalers, manufacturers, advertising agencies, newspapers, radio and TV stations to tie in their promotion plans with national celebrations. It includes both a chronological list of events and an alphabetical list showing the purpose of each event and the name and address of its sponsor.

As a companion piece, the Chamber has also released a new "Trade Promotion Planning Calendar," an 8 1/2-by-11-inch, 28-page, spiral-bound book of large block calendars that includes a chronological listing of special days and weeks in each month.

The two publications are available for 50 cents per copy from the Domestic Distribution Department, Chamber of Commerce of the United States, 1615 H Street, N.W., Washington 6, D. C.

# #

**Fair Exhibit:** The Indiana Dry Cleaning and Laundry Institute recorded over 8,000 signed registrations at its Indiana State Fair exhibit. The exhibit committee had a large model of a television set made and, by mirror arrangement and a projector, it appeared to viewers as a real television picture about 6 by 6 feet. The public relations film, "After the Ball," was rented from the National Institute of Drycleaning, and several thousand booklets, "Preserving Fashion Is Our Business," published by the NID, were given away.



## PLAN NOW..... MONEY IS MADE OR LOST IN FINISHING!

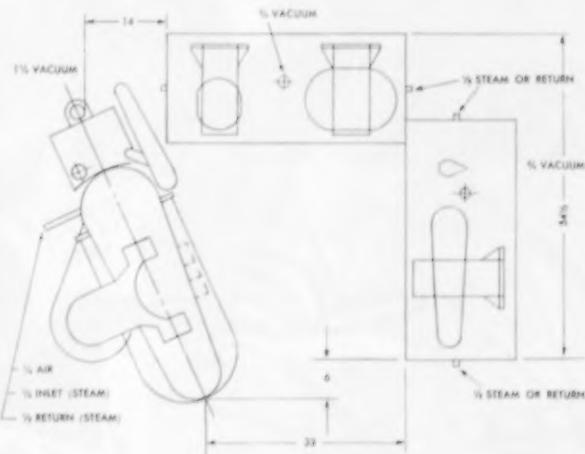
Plant owners can look for more profits under their own roof.

Reports across the nation show that it costs from 1/8 to 1/2 cents for **every step** taken by finishing operators. Consider what this means in the ultimate cost per product.

These surprising figures show that extra earnings can be made by improving finishing methods, new layouts, correct flow lines and . . . **one-operator finishing units**.

Excelsior One-Girl Finishing Units reduce operator steps and cost per garment, yet encourage higher quality work. One girl, responsible for the entire garment, takes more care and pride.

An Excelsior unit pays for itself quickly . . . it's the best in silk finishing and it's a handy utility unit; can press everything except coats and pants.



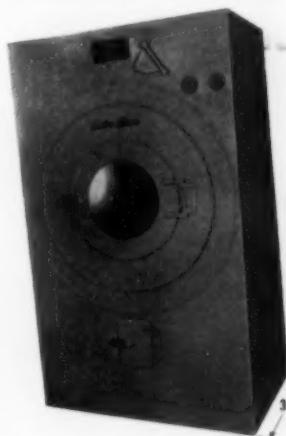
**Excelsior Machinery Company** 1452 Randolph Street, Detroit 26, Michigan

# EXCELSIOR FINISHING UNITS

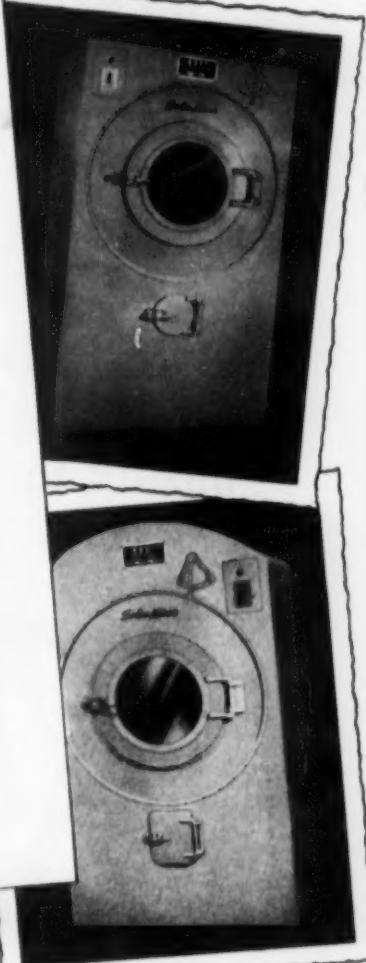
# Sign Of Superiority



# WHY Solvo-Misers?



SUPER FAST SOLVO-MISER  
Fastest reclaimer on the market



We know you've been waiting a long time for a big-capacity reclaimer that would go through a 36" doorway.

The new Solvo-Miser Model 1845 not only goes through a 36" doorway but gives a capacity of 37-47 Lbs. D.W. plus other unusual and time-saving features.

If space restrictions have been a problem, the Hoyt Model 1845 Solvo-Miser is your money-making answer.

Write TODAY!

However you look at it, Solvo-Misers are your best buy when you consider price, performance, and maintenance! By specializing exclusively in dryers and drying reclaimers, we offer you top quality and performance at amazingly low prices.

REGULAR SOLVO-MISER  
(Shown with Electric Time Control available at extra cost)

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REGULAR SOLVO-MISER		
Model A — Cap. 20 lbs.	...	\$1095.00
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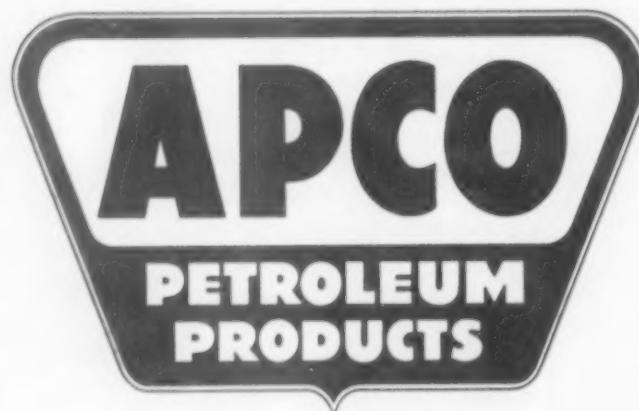
SUPER FAST SOLVO-MISER		
Model SF 24 — Cap. 30 lbs.	...	1445.00
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—in garments OR in profits, when you standardize on the nation's leading dry-cleaning solvent—

### STOD-SOL

and STOD-SOL "Test Bundle" Service, the service that helps you maintain the quality today's public demands.



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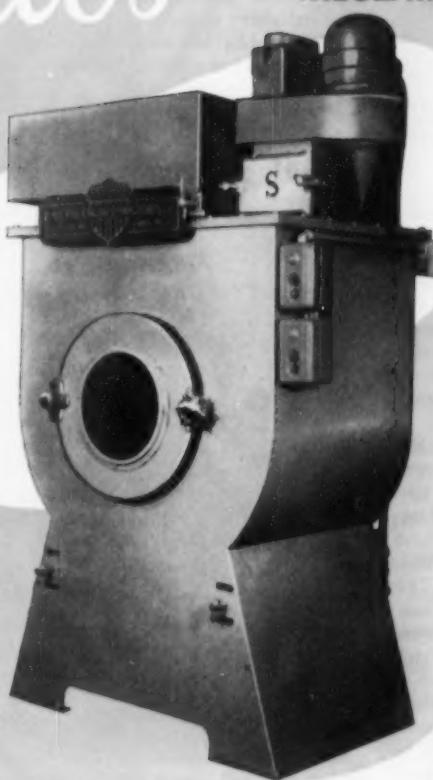
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BRANCH OFFICES IN ALL PRINCIPAL CITIES

# THERE'S NOTHING FINER THAN A *Shields*

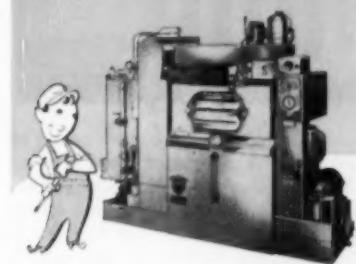
## SOLVATROL (RECLAIMING UNIT)



SHIELDS Solvatrol is the most outstanding recovery unit in the dry cleaning industry. Exclusive engineering features, solid construction throughout provide efficient, trouble-free, economic operation.

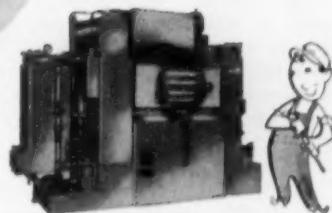
SHIELDS Solvatrol Reclaimer can be combined with any standard "hot" or "cold" synthetic unit. For EXTRA ECONOMY — it reclaims six quarts or better of solvent for every 50 pound load of garments.

Note: Unit can be taken through 35" door opening.



SHIELDS Synthetic "Cold" Unit . . . faster, more thorough, automatic dry cleaning at less cost per hour.

TOP CAPACITY—50 lbs.  
TOP SPEED—3 loads per hour.



SHIELDS R-51A Champion Perchlor Dry Cleaner washes, extracts, dries in one continuous operation.

### Meets Every Requirement of the Modern Fast-Operating Dry Cleaning Plants

With 40 years of engineering leadership and craftsmanship SHIELDS installations surpass all standard requirements of the modern fast operating dry cleaning plant.

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#### SHIELDS ENGINEERING AND MFG. COMPANY

277 East 156th Street

Cleveland 10, Ohio

<input type="checkbox"/> SHIELDS Solvatrol	<input type="checkbox"/> SHIELDS "Cold" Unit
<input type="checkbox"/> SHIELDS R-51A Champion	<input type="checkbox"/> Please have your representative call

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STREET \_\_\_\_\_

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## BUSINESS BUILDERS

### Civic Project Display



The windows of Montrose (Colo.) Cleaners are used for displaying civic improvement sets and, says owner Eli Landers, "We get more favorable comment from this type of window display than we could possibly get from a conventional display stressing special or seasonal leaders."

Mr. Landers, whose plant is on the main street in the center of town, works with the Chamber of Commerce and other civic groups. "Montrose is a livewire city," he says, "and there is some sort of civic improvement program going all the time." The project seen in the above photo of one of Mr. Landers' displays shows a new swimming pool and bath house for Montrose.

Mr. Landers' point is that displays such as this one are not only good public relations practice for his firm but, he says, "When we help our town we are helping our own business. It's as simple as that."

### Hat Cleaning Booster



Hat cleaning volume has increased at Newberry Cleaners, Traverse City, Mich., since Bob Newberry placed a hat display rack in the plant lobby.

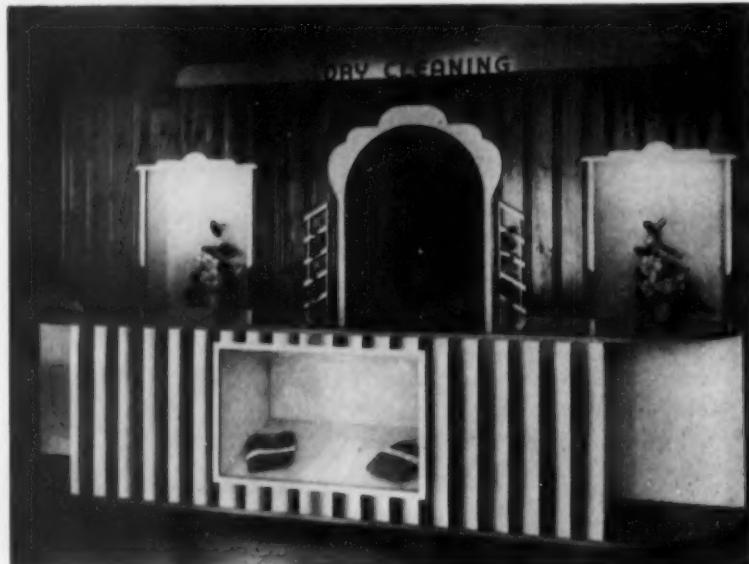
The 4-foot-square framed hat rack has hangers for five hats. It's used for

attractive hats that have been cleaned at the Newberry plant, and an occasional new model hat from a local haberdashery store.

"The lobby hat rack has definitely boosted our hat cleaning volume," says

Mr. Newberry. "We take customers to the rack to explain to them what we do when we clean and block a hat. Also just having the hats displayed in the lobby suggests a lot of hat cleaning jobs for us."

### Shaded Stripes Prevent Massive Effect



A counter painted to look as though its front were openwork makes the focal point to a cheerful branch of Marguerite Smith's Drycleaning. This store is in the Buckhead district of Atlanta, Georgia, and is served by the plant in suburban Decatur, which is operated by C. C. Smith.

The counter is about 10 feet long, with the ends inset to break up its solid front and to give extra display spaces. Vertical stripes painted on the front of the counter are 4 inches wide and are shaded from blue-green over to white. The last half-inch of shading is pure white with sharp edges that look like the ends of boards. The whole effect is that the counter is faced with vertical louvers set at an angle.

A partition behind the counter is beaded pine paneling darkened with several coats of varnish. The screen behind the arch is striated (grooved) plywood, varnished to match the paneling.

A variation in all these flat surfaces

was obtained by curving the center of this screen to a depth of 6 inches away from the counter. The center section is a full 4-by-8-foot plywood sheet that was nailed while wet to the circled studding to give it this arc. A second sheet of plywood was ripped through the middle lengthwise, and half of it set on each side of the curved section as "wings."

The striated plywood lining the display spaces at the counter's ends is a rose-pink shade, as is the crown piece over the partition. The glass-front showcase centered in the counter is also rose-pink, with swirls of white sprayed on lightly over its back wall. The silhouetted lettering and the two display niches in the partition are sea green. All display sections are illuminated indirectly, increasing the illusion of depth to the store. The blue-white of the fluorescent tubes adds to the effect of coolness.

The net result is one of the prettiest stores in fashionable Buckhead, for a very reasonable outlay.



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Prosperity Equipment has been  
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Prosperity has the minds, mechanics  
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**The PROSPERITY®**

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,  
 SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS

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Sales, Service and Parts in Principal Cities

IF THE STEAM IS  
**DRYER...**  
 THE OPERATING COST  
**LOWER...**  
 THE EFFICIENCY LEVEL  
**HIGHER...**

YOU  
 CAN  
 BET  
 IT'S  
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COLUMBIA BOILER CO. OF POTTSSTOWN  
 Dept. POTTSTOWN, PA.

Gentlemen:

Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

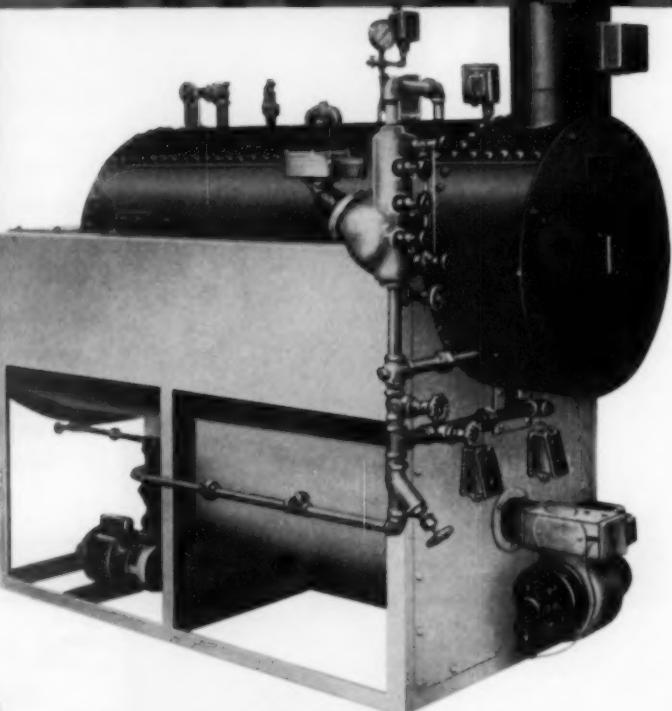
Firm name \_\_\_\_\_

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My name is \_\_\_\_\_

Position \_\_\_\_\_ Date \_\_\_\_\_

\*horizontal return tubular type



COLUMBIA BOILER CO. OF POTTSSTOWN  
 FACTORY & OFFICES: POTTSSTOWN, PENNSYLVANIA

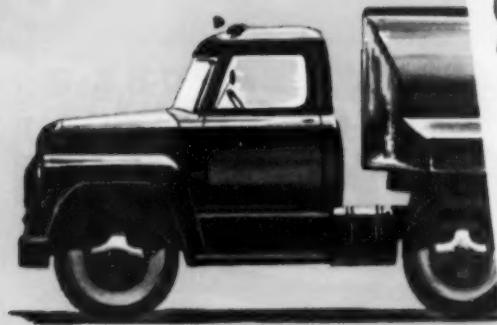
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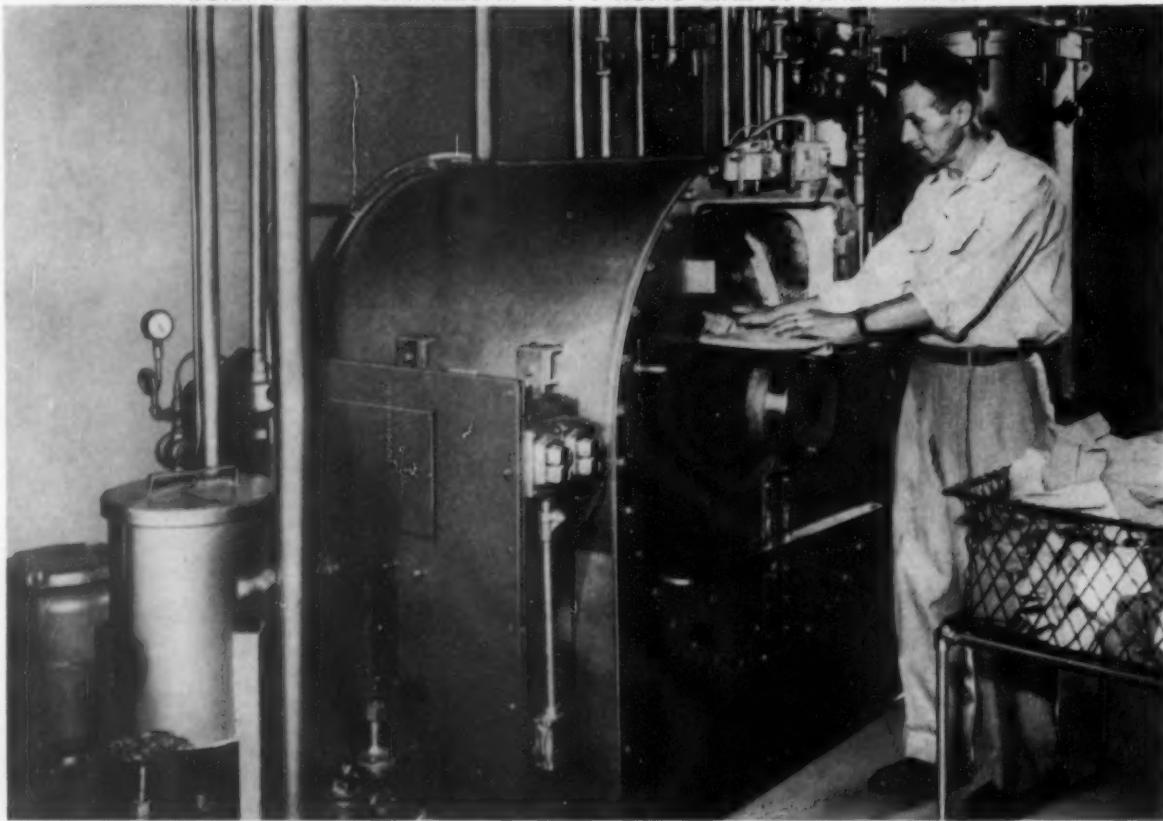
**BOTH** are approved and listed by the  
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BUILT LIKE A BATTLESHIP . . . RUNS LIKE A FINE WATCH



INCREASE EVERY QUALITY FEATURE  
REDUCE EVERY COST FACTOR with  
**BRAUN UNIT KLEEN**  
**Automatic WASHER - EXTRACTOR**

*A better cleaning job to start with means a better flow of work right thru your plant. By actual test, amazing UNIT KLEEN provides 96.7% soil removal, pass-ups are as high as 95%. That means profit thru lower cost per unit handled, superb quality with production line capacity.*

UNIT KLEEN requires only 2 manhours to operate per each 8 hour shift—that's a savings of 75% in labor costs alone. Requiring just 50% of the space of conventional units, UNIT KLEEN DOUBLES PRODUCTION CAPACITY PER SQ. FT. WORKING AREA.

Costing less to buy, less to install and requiring less supplies thru better recovery, this machine alone can mean the difference between pennies and real profit.

Ruggedly constructed UNIT KLEEN never wears out . . . is built of extra heavy duty steel. All parts are standardized and easily replaceable. Shaft is spring-proof. Maximum balance prevents bumps and shocks to load . . . minimizes vibration. Adaptable to any soap process in 65, 100 and 150 lbs. capacity sizes.

Discover how you can save costs, space and manhours with remarkable BRAUN UNIT KLEEN. Mail this coupon today.

G. A. Braun, Inc.  
Empire Bldg., Syracuse, N. Y.

Gentlemen: Please send me a free copy of your booklet on how I can reduce overhead and increase my profit margin.

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COMPANY

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**G. A. BRAUN, INC.**



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# Something New has been Added!

...nothing changed

but the  
label



We've dressed up our drumhead with a new label . . . but the crisp blue-and-white-striped drums contain the same fine, 100% pure dry cleaners' perchlorethylene.

On this new package, Stauffer has shortened the name to 'PERK' for convenience. The product remains the same excellent solvent, stabilized for use in *all* drycleaning systems. If you want clothes to come out sparkling, clean, and odor-free, contact your local dealer. Ask him to supply you with

STAUFFER



**STAUFFER CHEMICAL COMPANY**

380 MADISON AVENUE, NEW YORK 17, N. Y. • SALES OFFICES IN PRINCIPAL CITIES



## GADGETS and GIMMICKS

### Simple Idea Speeds Finishing



Rubber coating on the coat clamp improves quality and speeds production at Bosbach Cleaners, Holyoke, Mass. This plant eliminates slippage of the coat clamp on the steam-air finisher by using an old rubber press cover. Cemented on the inside surface of the clamp, the rubber holds coat-tails tightly. Costly touch-ups are eliminated. The cost of this conversion is practically nil.

### Boon to Seamstress

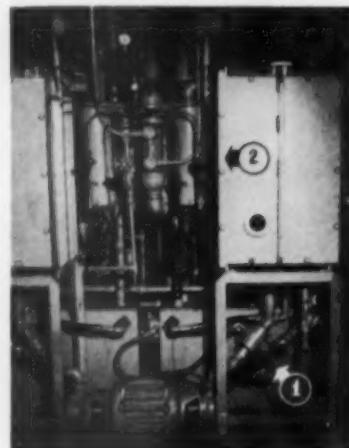


A thread holder for the sewing lady has been developed by Colonial Cleaners, San Diego, Calif. It is a 12-inch piece of  $\frac{3}{4}$ -inch board cut in the shape of an octagon and has finishing

nails driven into it to hold 21 spools of thread.

The holder sits at a 45 degree angle. A  $\frac{3}{8}$ -inch rod fitted to a hole in the center allows it to turn freely. The rod end is attached to a floor flange that is fastened to the wall behind the sewing machine.

### Solvent Heater



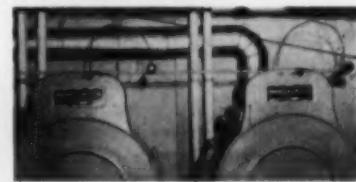
According to Leslie Brewton, owner of Bon Marche Cleaners in South Pasadena, California, he's all set for the "cold" spells that occasionally hit Southern California in the winter. Operating his petroleum washer at the proper solvent temperature when 45° F. weather occurs, as it does once in a while, is no longer a problem at his plant.

The "heater" (1) is simply a steam jacket made from a big pipe "T" which has the solvent line running through it. Steam enters on one side and goes out the other by way of copper tubing. On the outlet side of the pump, one section of the solvent line is made up of a pipe nipple that runs through the big "T" which is tightly welded and filled in to make it steam-tight. The remaining two openings of the "T" are equipped with fittings for the steam lines. Steam enters the area around the solvent line and goes out the other opening on the opposite side.

Solvent coolers (2), activated by a freon refrigeration unit on the roof, keep the temperature at the proper level in the heat of summer. The unit came with a stock 1 hp. motor but the difference between East and West

Coast humidity necessitated the installation of a 2 hp. motor by the manufacturer.

### Trap Improves Conditioners

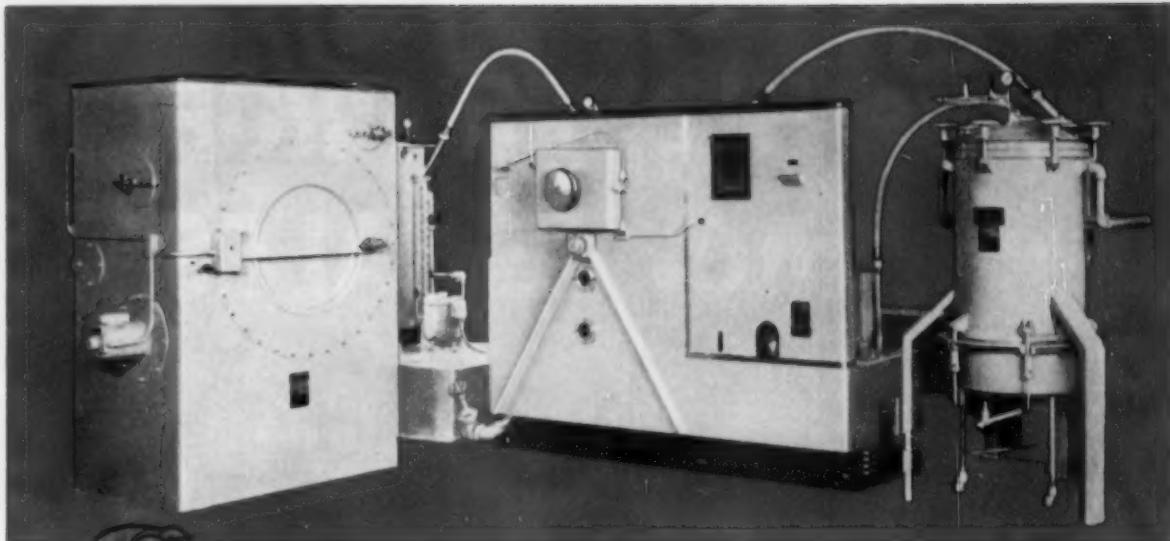


Live-steam lines on tumblers are hooked in tandem for more efficient operation at Royl Cleaners of Greenfield, Mass. This procedure has eliminated the condensate problem on steam conditioners. A regular trap removes moisture, and there are no more water or rust spots, according to Win Dadmun, the owner. Even valve leaks have been reduced to a minimum.

### Made-to-Order Basket



Leslie Brewton's pet gimmick at the moment at his Bon Marche Cleaners in South Pasadena, California, is a compartmentalized basket. Figuring the factory could do a better job of compartmentalizing than he could, he ordered a basket made to order. The basket arrived with the compartment running lengthwise rather than cross-wise and another is being made up as per instructions detailed in a drawing. It will serve a long-felt need at Bon Marche.



**"Only the American-Pioneered  
Truclor 2-bath Perchlor Unit gives you  
these important advantages . . ."**

- **CONTINUOUS FILTRATION—assures maximum nonsoluble soil removal, reduces costly spotting and wet cleaning!**
- **CONTINUOUS CIRCULATION—prevents redeposition of soil on cleaned garments!**
- **CONTINUOUS DISTILLATION—assures exceptionally pure rinse solvent, higher quality cleaning—everytime!**



You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our many years of experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

The American Truclor gives you 2-bath, fully-controlled, strong-soap cleaning at the *lowest investment cost* of any equipment of equal capacity! Both wash and rinse bath solvents are continuously filtered, and rinse solvent is continuously distilled! This means customer-satisfying cleaning—with greatly reduced labor and supply costs!

With the American Truclor, you can clean two classifications of work at one time. Produce up to 125 pounds of automatic, quality cleaning per hour. Use and re-use your costly solvents. Spend less time and money for wet cleaning and spotting! The American Truclor requires *no underground tanks*, no special bolting or foundation—and it's super-safe around customers and staff. Presents no fire or explosion hazard ever! Do as "Perc" says—perk up customer enthusiasm and business with a quality work producing American Truclor 2-Bath Perchlor Unit!

*World's Largest,  
Most Complete Line of Dry Cleaning  
and Laundry Equipment*

**American**

American Cleaners Equipment Co., Cincinnati 12, Ohio  
Division of The American Laundry Machinery Company

**clip and mail today!**

American Cleaners Equipment Co., Cincinnati 12, Ohio

Send Bulletin BB957-002 on the new TRUCOLOR  
2-Bath Perchlor Unit.

ALM-337

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*Coming in March!*

# GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES!

National Cleaner & Dyer  
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Ready for a record-breaking  
sales year in 1956?

Peter B. B. Andrews, NATIONAL  
CLEANER & DYER's authoritative  
forecaster, pegs 1956 sales volume at a  
big 3.5% over 1955, but to realize this big-  
gest potential of all time, he advises, pro-  
motion and sales efforts at all levels must  
be increased.

Helping you to increase your promotion  
and sales efforts will be the sole purpose  
of NATIONAL's 1956 GUIDEBOOK  
OF THE DRYCLEANING INDUS-

TRY. Like the themes of all NA-  
TIONAL's famous GUIDEBOOKS, the  
"Guide to Higher Profits Through Route  
Sales" has been developed in answer to  
readers' requests.

Here is just a partial run-through of the  
GUIDEBOOK's contents . . . to show you  
the kind of profit-making material that's  
in store for you. Naturally, every chapter  
will be written in down-to-earth, easy-to-  
read terms, with lots of practical pictures,  
charts and graphs for simple, direct appli-  
cation by drycleaning executives and  
their staffs everywhere.

## GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES

**THE ROUTE PICTURE . . .** Are routes here to stay,  
declining or growing? Are you overlooking routes  
and losing money because of it? This chapter  
will give you the realistic score on route business  
and help you develop or launch a highly profitable  
pick-up-and-delivery service.

**THE TRUCK PICTURE . . .** 88.5% of the drycleaning  
plantowners, who subscribe to NATIONAL, operate  
trucks. This chapter, based on NATIONAL's  
current survey of its readers and their truck  
policies, will help you compare the soundness  
of your truck set-up (now and in planning for  
the next 12 months) with drycleaners from coast  
to coast.

**TRUCK SELECTION AND MAINTENANCE . . .** This chapter  
will give you practical guidance in choosing  
trucks that can give maximum performance in  
the route operation, and a wealth of tips on the  
maintenance of them—all toward more efficient  
service and healthier profits.

**LOADING . . .** Are your facilities laid out for faster,  
better handling of incoming and outgoing loads?  
Do your loading techniques meet the need for  
speed in handling quantity? This chapter will  
present a two-part blueprint: (1) how to arrange  
the loading department, and (2) how to operate it.

**OPERATING COSTS OF TRUCKS . . .** Is your revenue per  
mile what it should be? Per mile, are your truck  
costs low enough, or too high? This chapter will  
explain a simple formula for computing the  
answers to these important questions.

**INSURANCE . . .** Know the pitfalls in buying in-  
surance? Know what to look for to give you the  
coverage you want? Here's a chapter that can  
help you get maximum protection at minimum  
cost and trouble.

**SELECTING AND TRAINING ROUTEMEN . . .** Just the one  
fact—that routemen must meet and deal with  
your customers in person—points up the need  
for special care in hiring and training them. This  
chapter will tell how, including how to attract  
the right kind of applicant.

**SPLITTING ROUTES WISELY AND PROFITABLY . . .** When to  
split routes and how to do it—meanwhile main-  
taining employees' morale on an even keel—will  
be dealt with in this chapter. It's an important  
one in your employee-relations program, and in  
your profit story.

**YOUR GUIDE BOOK . . .  
FOR A BIG YEAR!**

Also in this history-making March Issue

# The 1956 GUIDEBOOK

of the Drycleaning Industry  
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The Field's Only Complete  
Buyer's Directory —  
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**Look for these detailed where-to-do-business features:**

**CLASSIFIED DIRECTORY** — listing all kinds of drycleaning equipment and supplies *by product* . . . with manufacturers of each . . . A CONSTANT, EASY-TO-USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT

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**MANUFACTURERS' DIRECTORY** — alphabetical listing of man-

ufacturers and their home office addresses . . . FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES

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**AND YOUR OPERATING GUIDE** — page after page of charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives

**and THE GUIDE TO HIGHER PROFITS THROUGH ROUTE SALES!**

## NATIONAL CLEANER & DYER

Business Papers Division, The Reuben H. Donnelley Corporation  
305 East 45th Street, New York 17, N. Y.  
OREGON 9-4000

ABC-ABP

## LEGAL DECISIONS

### Noncompetition Agreements

Unless carefully drawn, a contract under which a cleaner seeks to safeguard himself against competition by a retiring routeman can prove to be a liability instead of an asset. In a futile attempt to enjoin its violation the cleaner may find himself stuck with heavy litigation expense.

An objective lesson is to be found in a case decided by the Texas Court of Civil Appeals, San Antonio. (Texas Shop Towel, Inc., v. Haire, 246 S. W. 2d 482.)

The plaintiff had bought from the defendant a business that depended upon two routes. The defendant agreed, as part of the deal, that he and his employees would cease operating the same line of business.

Bell, one of the defendant's routemen, introduced the plaintiff to the route customers, but later set up a competing business. The plaintiff sued the defendant for damages on the ground that the contract had been violated, and lost the suit.

The Court of Civil Appeals decided: Bell was not bound by the defendant's agreement, if any, that Bell would not compete, because an employer cannot agree with a third party on what his employee will do in the matter of pursuing an occupation. However, if the contract had been so worded as to amount to a guaranty by the defendant that Bell would not compete with plaintiff, the defendant could be held liable in damages for breach of the guaranty. But the contract was not so worded; reasonably read, it meant that the defendant would not compete with the plaintiff, either directly or indirectly through an employee. (There was nothing to show that the defendant was interested in Bell's business.)

### Discharge Right

If a union employee laughs at her superior when he reasonably complains that she is not doing her work properly, does the employer commit an unfair act toward organized labor by firing the worker?

No, according to the decision rendered by the United States Court of Appeals, Fifth Circuit. (National Labor Relations Board v. Fulton Bag & Cotton Mills, 175 Fed. 2d 675.)

The court upheld the discharge of the worker in a bag factory because

By A. L. H. STREET

#### Invitation to the Reader

In this department of THE NATIONAL CLEANER & DYER, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

of her attitude when attention was drawn to the fact that she was doing bad work. The court said this was another case "of an employee feeling that, with the union back of her, and the board back of the union, she could not be discharged for cause."

The decision is in line with an earlier one rendered by the same court. (N.L.R.B. v. Williamson-Dickie Mfg. Co., 130 Fed. 2d 260, 265.) There the court approved the discharge of an insubordinate pants presser in a garment factory, whom the opinion described as a "cocky youngster . . . who had been conducting a one-man campaign to impress the management with a sense of its deficiencies and his own importance." This worker, incensed because his superintendent had called for increased output, etc., spoke bitterly to and of the superintendent, and was discharged on that ground and not because of union activity.

In setting aside an order of the Federal Labor Relations Board which would have required the employee's reinstatement, in the last cited case, the Court of Appeals virtually rebuked the board for exceeding its administrative powers in such cases: "It has not been given to it to supervise and control, except as precisely set out in the Act, or set standards for, the supervision and control of employer and employee relations . . . particularly, it has not been given to the board to find a discriminatory discharge, under circumstances like these, where the evidence not only fails to show that any other employee who had acted like Dean (the insub-

ordinate employee) did, was excused from discharge, but the facts are such that the maintenance of discipline required Dean's discharge."

### What's Insured?

If a drycleaning and pressing business is conducted in two connected buildings, and fire insurance policies covering fixtures, furniture, equipment and supplies describe them as being in one building, are the items in the connecting building insured?

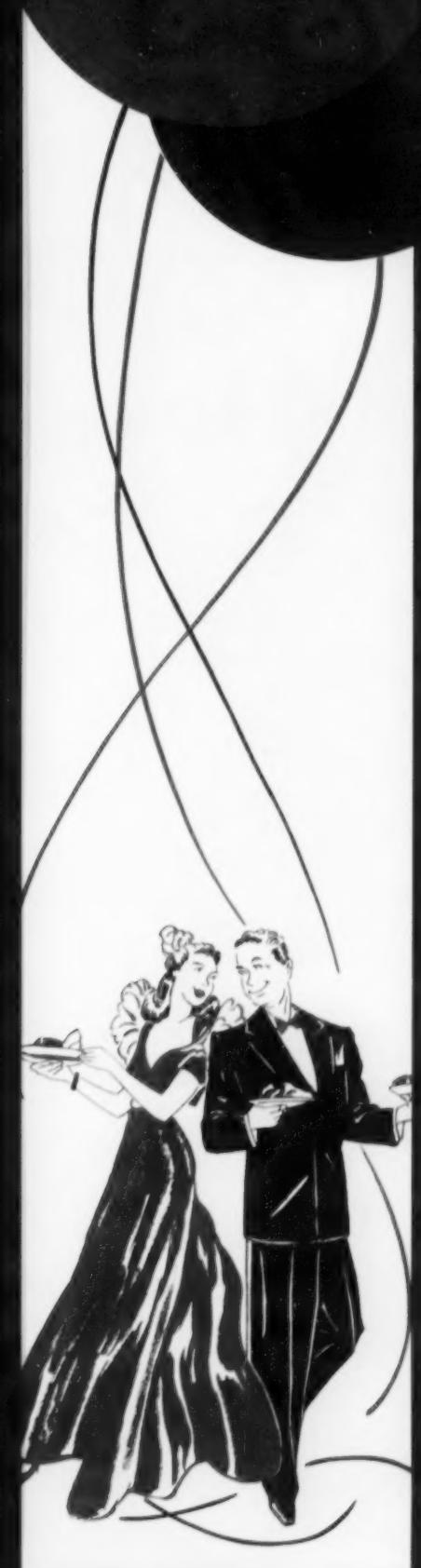
It took an expensive lawsuit to decide this question in a case tried by the Supreme Court of Arkansas. James Motley, Pine Bluff, Ark., drycleaner, permitted a local insurance agent to issue to him two fire policies, one for \$1,000 and one for \$500. Each covered equipment, etc., "in the one story approved roof, frame building occupied as cleaning and pressing shop" at a specified street address. The press was located in such a building, but the cleaning equipment was in a small building about 4 feet to the rear.

Fire destroyed the contents of the rear building, but nothing in the frame building. The insurance company refused to pay the loss and Motley sued. The trial judge decided that the facts and circumstances required that the policies be regarded as covering the contents of both buildings. On an appeal taken by the insurance company the trial judge's ruling was upheld. (Firemen's Insurance Co. of Newark, N. J., v. Motley, 264 S.W. 2d, 418.)

The Supreme Court applied the general rule of law that where a contract is so worded as to be doubtful as to the meaning intended by the parties, the doubt will be settled against the party who worded it.

The decision in favor of the insured cleaner was influenced by these facts: Both he and the insurance agent testified that it was intended that all of the equipment, etc., be insured, whether located in the front building or not. Furthermore, the office furniture and pressing equipment in the front building were worth only about \$325, while the equipment in the metal-clad building was worth \$1,800. The insurance agent knew this, so it was inconceivable that he and the cleaner intended to insure the contents of the front building for \$1,500 and leave the much more valuable contents of the rear building uninsured.

# Don't Be a Wallflower





BLOSSOM OUT  
*with*

**DETREX**

*What's in it for Capital?*

It is now possible to LEASE a Detrex Coronet or Detrex Two-Bath Coronet and the Synth-O-Saver. See coupon below.

**DETREX CORPORATION**  
Dept. VV-500a  
Box 501, Detroit 32, Michigan

- Send me the free facts on how I can cultivate more business, make bigger profits with the Detrex Process.
- Send me all the facts on lease arrangement for the Detrex Coronet, Detrex Two-Bath Coronet and Synth-O-Saver.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# PARTY-TIME IS PROFIT-TIME

The rush of parties and other holiday activities coming up means that customers need more drycleaning done and need it in a hurry. With Detrex you can meet this need easily and with an extra profit.

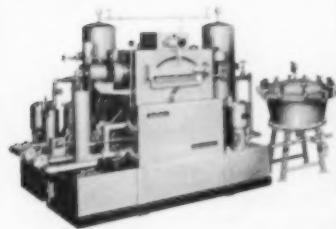
In the first place, Detrex gives you added profits because you are able to handle larger volume in a shorter period of time. Detrex divides the load into one machine for cleaning, one for solvent recovery. Thus, you get three loads an hour instead of just one or two. Clothes can be processed more quickly and in a steadier flow.

In addition, Detrex increases your profits by reducing costly re-runs, wet cleaning and hand spotting. Re-runs are doubly costly to you because you only get paid once for running the garment through the cleaning process twice. Wet cleaning is practically eliminated and hand spotting is required for only the most stubborn stains.

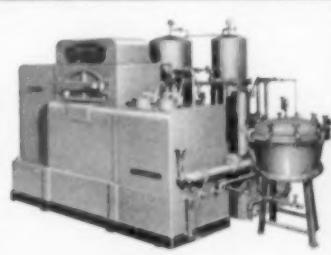
Any Detrex operator will tell you that this double profit combination is tops. Moreover, this important new volume will stay with you year round on a regular service basis. Thousands of drycleaners have realized immediate increase in profits after installing the Detrex Process. But don't take our word for it, check any Detrex owner and find out for yourself.

So, if you're sitting on the sidelines during this holiday season (and you can be sure no Detrex owner is) . . . start now to correct the situation by getting the complete facts on the Detrex Process.

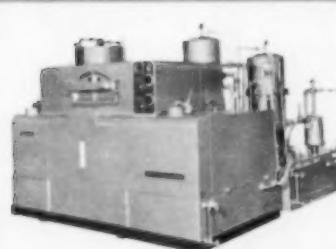
Mail the coupon and get all the reasons why Detrex builds volume and increases profits for any size of drycleaning business.



Cerexet—60-80 lbs. capacity per hour



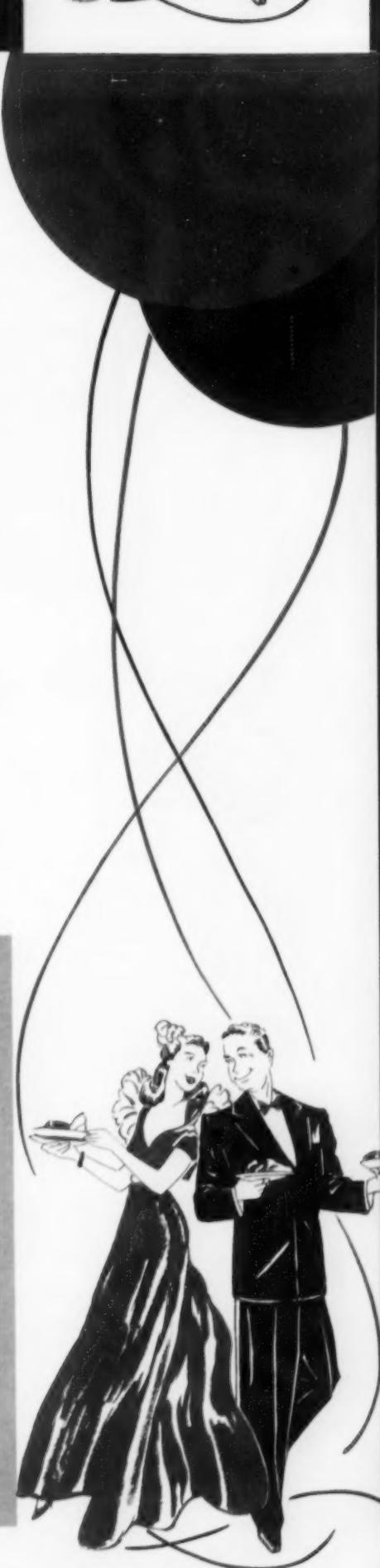
Monarch—90-100 lbs. capacity per hour



Ambrexeter—over 200 lbs. capacity per hour



Synth-O-Saver—for miser-like solvent consumption





## UPPER MACK CLEANERS & DYERS

### *The Story of a Successful Man*

In 1931, Gerald Denomme was anything but the successful business man he is today. Literally forced into the drycleaning business in 1931, he kept body and soul together on borrowed capital, an old car, and the initiative to tackle the then hazardous job of establishing a drycleaning route.

Today, Mr. Denomme owns and operates Upper Mack Cleaners, a beautiful new plant at 18500 Mack Avenue, Grosse Pointe, Michigan. He enjoys a mighty profitable business and is an active member in his community.

Here again is a *profit* story similar to those enjoyed by Detrex owners all over the country. "From antiquated petroleum equipment to a new synthetic two-bath Detrex Ambassador and two Detrex Synth-O-Savers is a miracle in added efficiency and extra profits. Why, one operator keeps four finishers busy," states Mr. Denomme. "Yes, I'm mighty proud and

pleased with my new Detrex equipment."

Here are a few of Mr. Denomme's savings and benefits since installing Detrex equipment:

1. Space saving of 30% meant consolidation of processing equipment and more efficient plant operation.
2. 60% increase in volume with a reduction in staff.
3. Insurance rates drastically reduced.
4. Virtual elimination of wet cleaning and hand spotting.
5. Brighter, fresher, cleaner clothes resulting in more satisfied customers and considerable new business.
6. Enthusiastic staff—to quote operator—"It's just like driving a new car after fighting an old one."

#### YOUR LOCAL DISTRIBUTOR

*Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.*

*Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.*

#### DETREX CORPORATION

Dept. VV-500a  
Box 501, Detroit 32, Michigan

## EDITORIALS

### Industry Trends

In our travels about the country it is encouraging to note increasing interest in the following subjects:

1. Better merchandising methods
2. Expanded services
3. Standardized procedures

The recent NID Back-Home Days and a management conference just attended stressed the importance of selling. Two old but reliable sales tools are coming out of the mothballs. These are charge accounts and route selling.

It has been a mystery why our industry has turned its back on charge business generally. Almost all of us carry hotel credit cards or have accounts with other local merchants. Gasoline service stations seek out charge business. They know that people are creatures of habit. That charge card assures repeat business.

Even air and rail trips can be deferred. Gimbel's department store in New York City recently offered chances on an all-expense air trip to Bermuda for new charge-account applicants. American industry lives on charge business. It is good to see farsighted cleaners increasing their volumes through charge accounts.

Sales for goods and services in the United States are up over 27 percent since 1948. Our increase has been a mere 19.4 percent. Some of this is due to cleaners turning their backs on available route business. Survey after survey reveals that half of the customers want that kind of service. A trend to routes that is presently occurring is a healthy sign.

Many new package or feeder plants are adding to their volume. They are offering finished flatwork. Two new plants recently visited report flatwork volume constantly increasing, faster than either cleaning or shirts.

This has been a little discussed item until now. It could become a most significant trend, comparable to the acceptance of shirt service.

Now that the excitement over charged systems has leveled off, we find some evidence why it has been finally accepted. Most of the experimentation has been discontinued. We are not referring to the soap manufacturers. They continually engage in research to bring you a better product, cheaper.

We mean plantowners, in the main, are now following manufacturers' recommendations in the use of the products. Since most products were formerly used on a trial-and-error procedure it was probably natural to deviate from recommendations, with the advent of charged systems.

Soap products are highly competitive. The manufacturers must produce a product that will do a

good cleaning job at comparable costs. There is a success story in this issue on this subject. Two newcomers to the field have religiously followed procedures set up by all their equipment manufacturers and suppliers. They didn't know enough to experiment. As a result they produced good work and are making increasing profits. We trust the article will convert a few of the diehards.

### Colorgenic

There are new developments in other fields that will have a direct impact on our industry. The use of colors in selling products is gaining increased importance.

Just as plane manufacturers have broken the sound barrier, so have other firms broken the color barrier. It is not uncommon to see a man dressed in bright slacks and a wild sport shirt, driving a two-toned pastel automobile. Years ago a blue or green car meant a special factory order. Now a request for a black auto means a long wait.

And the full impact of this trend is still to come, but in the very near future. Increasing acceptance of color television is making people even more color-conscious. Products themselves become more attractive through this medium. Colors add to "memory" appeal. This makes packaging, good color packaging, a prime merchandising tool.

To quote RCA head David Sarnoff, "More and more, the wrapper of gum or candy, a cereal box, a coffee can or tube of toothpaste will be designed with an eye to the power of TV to convey color. Packaging trend will be from photogenic to colorgenic."

Our industry can get on the bandwagon through wider use of colors on bags, hanger guards, shirt wraps. The use of color dynamics in our call offices and on route trucks becomes a powerful sales tool. Color in advertisements puts punch into the copy.

We know of one cleaner who went to a well-designed, brightly colored garment bag. His sales curve went up, almost to the day he abandoned plain brown bags. Everything else about his operation was unchanged. The Age of Color is here. We should take advantage of it.

### Service to the Industry

The NID and AIL are constantly bringing new "know-how" to plantowners. Bulletin 484-B of the AIL should be particularly helpful to plants using perchloroethylene and also offering a fluff-dry laundry service in conjunction with gas-heated tumblers.

Solvent fumes can damage laundered garments. Contact with the tumbler burner flames and the hot metal causes decomposition of the solvent. Phosgene gas results. This acts like hydrochloric acid when dissolved in the moisture of the clothes. Synthetic cleaning equipment should be in a separate room from gas-fired tumblers. If this is impossible, the fumes must be vented away from the tumblers. Otherwise expensive claims will result.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.

WORK SHEET- FORM I									
MRS. RALPH JONES			485 BROADWAY						
TYPE	JANUARY	JAN. TOTAL	FEBRUARY	FEB. TOTAL	MARCH	MAR. TOTAL	APRIL	APR. TOTAL	GRAND TOTAL
ORDERS	111	3	11	2	1	1	11	2	
SUITS	111	3					11	2	5
SACK COATS			1	1					1
TRSRS.			11	2					2
O'COATS							1	1	1
MISC.			1	1					1
DRESSES									0
L.SUITS							11	2	2
BLouses									0
SKIRTS					1	1	1	1	2
L.COATS		1							1
MISC.						1	1	1	2
CHILDREN									0
HSHLQ									0

FORM I serves as preliminary work sheet. Individual sheet is used for each customer. Complete four months' orders can be listed by classification, shown at left. In this hypothetical case January was used as "control" month. Had the last month, April, been used no orders the first few months would indicate Mrs. Ralph Jones as a new customer.

## How Loyal Are Your Customers?

*Simple review of invoices can increase plant profit*

WHEN A DOCTOR DIAGNOSES a case, he does more than take his patient's word. Pulse and temperature are checked. Cardiograms and other tests reveal far more information, more accurately.

So it is with a cleaning plant. Even though business may appear good, an occasional X-ray will show the way to a healthier operation. The diagnosis lies right in your customer invoice files.

What can these records tell you? They reveal the efficiency of manage-

**By ARTHUR F. SCHUELKE**

ment. They can show the effectiveness of your advertising. Records can point out weaknesses in sales ability. They can tell whether you get *all* the cleaning from *all* your customers.

Many customers divide their work between cleaners. Split bundles mean split profits. The real reason for the division is the fierce competition for the consumer dollar by other industries, not other cleaners. Time payments on the new car and home

washer eat into the family budget. The housewife may only send you her better garments. She simply doesn't have enough money left to pay your prices for cleaning her ordinary clothes.

Or, in another case the cleaner gets the reverse response. Plants with low prices or low quality get only the rough, hard-to-do garments. Not only do they lose out on the high-profit items, but their customers are anybody's customer. There is little, if any, customer loyalty.

JANUARY *		ORDERS	SUITS	SACK COATS	TRousERS	O'COATS	MISC.	DRESSES	L.SUITS	GLOVES	SKIRTS	L.COATS	MISC.	CHILDREN	HOUSEHOLD	MENS	LADIES	CHILDREN	MENLAD	TOTALS
JONES - 405 BROADWAY	3	14														1	1	1	1	1
BROWN - 619 FOX	1															2	1	1	1	2
SMITH - 814 GREEN	6	2			1	1		1	2	1				1		4	9	1	1	1
WHITE - 370 OAK	9	1	1	1	1	1				2				1		4	2	1	1	1
* CONTROL MONTH USED AS STARTING POINT OF SURVEY																				
TOTALS		14	6	1	1	1	2	1	2	-3	1	-	2	2	11	7	2	2	2	

FORM II begins to show survey trend. Suggested sheet lists all customers in survey. One of these forms is used for each of four months' sampling. Detailed classification is grouped and totalized in four major headings of right side of sheet. Low volume of ladies' dresses, children's wear and household indicates problem of service, quality, price or advertising.

All these danger signals are locked in your invoice files. These records can be put to work for you instead of taking up valuable space, gathering dust.

The procedure is simple and quick. There is no need to study all the purchases of all customers. A random survey will tell the story equally well in less time. There are two suggested methods:

1. Area sample (every invoice from two street blocks)
2. Random sample (checking every fifth customer's invoices)

If your business is completely cash-and-carry, the area sample is easier. Two blocks should be selected within your trade area from which it is felt a fairly good volume is realized.

#### Steps To Follow

Where routes are involved it may be simpler to check one route using the random sample. Either method is equally accurate, provided a simple procedure is followed.

Whether the area sample or ran-

dom sample is used, the first step is to accumulate all the invoices for a full four months' period. Less than four months may give a distorted picture because of seasonal trends or price specials. A period longer than four months would be no more accurate, and adds to the work of the study.

The invoices are kept separate by month. It is optional whether the first or last of the four months is used as the "control" month. If the first month is used as a starting point, it will show the accounts lost through the test period. If the last month is used, it will indicate the new customers acquired in the four months.

In the case of the random sample, all the invoices for every fifth customer of the route are pulled. These names make up the random sample. These invoices are kept in one stack. Then, for the other three months, all invoices for these same customers should be pulled. These are also kept separate, by month.

If the area sample is used, all in-

voices in the selected two block area should be pulled. As mentioned, it is optional whether the first or last month is chosen, but it is important to use the same customers for the other three months of the survey. Again, these invoices should be kept in separate stacks, by month.

#### Simple Work Sheets

The information is now ready for tabulation. Three separate types of work sheets are suggested for simple, complete analysis. Form I illustrates a form for preliminary work. One of these can be used for each customer. As indicated, it provides for a complete breakdown by garment classification for the full four months. You will note that no provisions have been made for special items such as leather goods, hats or ties. The survey is concerned only with the regular items that are the backbone of the average plant's volume. Tallying is kept to its simplest form.

After this information is compiled,

RECAP SHEET FORM III	* JANUARY			FEBRUARY			MARCH			APRIL														
	ORDERS	MEN'S	LADIES'	CHILD.	ORDERS	MEN'S	LADIES'	CHILD.	ORDERS	MEN'S	LADIES'	CHILD.	ORDERS	MEN'S	LADIES'	CHILD.	ORDERS	MEN'S	LADIES'	CHILD.	ORDERS	MEN'S	LADIES'	CHILD.
NAME AND ADDRESS																								
JONES- 785 BROADWAY	3	3	1	-	-	2	2	-	-	1	2	-	-	5	3	4	-	-	-	-	-	-	-	-
BROWN- 619 FOX	1	-	-	2	2	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SMITH- 914 GREEN	6	4	4	1	-	0	6	5	1	-	9	2	7	3	-	12	7	4	3	1	-	-	-	-
WHITE- 390 OAK	4	7	2	1	-	2	1	2	2	-	4	3	2	3	-	-	-	-	-	-	-	-	-	-
* CONTROL MONTH																								
ORDER TOTALS (28)																								
11 9 41 30																								

FORM III gives complete picture. All customers' purchases for complete four months are recapped. Indications are Mrs. Jones and Mrs. White are splitting their orders with some other cleaner. After two months, Mrs. Brown has apparently left this plant as a customer. Mrs. Smith seems to be well satisfied. She sends garments and household for all the family. Generally low volume of ladies' work and household needs investigation

it can be transferred to the monthly total sheets, indicated by Form 2. Separate sheets are used for each month. This form lists all the customers in the survey but retains the detailed data of orders and type classification. This information is valuable. Its uses will be described later.

Finally, the detailed information can be summed up in four general categories—men's work, ladies' work, children's garments and household. Form 3 illustrates the final form. On this can be shown the buying patterns of all the customers in the survey for the full four months. The complete picture can be seen at a glance.

At this stage, Form 1 can be scrapped. Forms 2 and 3 tell the story. For example, Form 2 shows in detail the buying pattern of all customers in a given month. It helps to show which items should be advertised more strongly. It may point up quality deficiencies or pricing problems. It can indicate loopholes in the productive payroll.

For example, the piece count will help indicate whether a particular department is overstaffed. If the silks and household volume are low, perhaps one finisher can be eliminated by combining these two jobs. Perhaps the silk spotter could be given additional duties. Or, more careful work on his part will help increase silk sales.

This is just a variation of the procedure used by many accounting firms or production engineers. They often analyze the payroll, comparing costs against published national averages. Glaring variations are their first target. The piece count analysis is comparable.

Form 3 gives the over-all totals for the four major categories. We have the total number of orders and the

total number of customers. By dividing total orders against total customers, the average number of orders per customer is obtained. Since orders generally amount to about \$2 each, the average monthly sales per customer can be estimated.

If very many families are sending only \$2 or \$3 of work each month, action must be taken. Any plant deficiencies must be corrected first. After this, the items on which volume is low should be merchandised aggressively.

Plants with good customer acceptance and a profitable balance of work generally process about six or eight wool pieces for every silk item. Piece counts on household should approximate silks. Cleaners with this general ratio are in a healthy condition.

#### Lack of Confidence Shows Up

Excessive volume of men's work, heavy work can be a tipoff. It may indicate price appeal but low trust on the part of the consumers. Household items and ladies' work are going to someone else with a better reputation. This may work well in large metropolitan centers, with transient populations. Most of our cleaners, however, are in smaller cities and towns. Here the more static population doesn't offer the seemingly endless stream of customers to replace those we have displeased. Here customer satisfaction is vital, an asset to be guarded.

That is why it is so important to review sales records. They may indicate the opposite situation. Assume that ladies' work and household items make up the major share of the volume. A reputation for slow service, or wool prices higher than your market accepts, may be the reason. This could indicate that a new layout may

be in order. It might help improve service and reduce high production costs. New equipment, new methods or a retraining program may further improve volume.

Infrequent orders of particular items—poor balance—are danger signals. The average American household includes about four persons—a man, wife, and a child or two. They should all be getting some garments cleaned on a fairly regular basis. Every family has drapes, slipcovers or blankets that need cleaning.

#### Signs of Poor Selling

Irregular orders may be an indication of a poor selling job by your sales personnel. Meetings, sales contests or price specials may be in order. The area sample (two street blocks survey) will probably reveal many homes in the survey area from which no cleaning is received. Whatever special sales efforts are exerted, the non-buyers in this area provide excellent potential with minimum distribution costs.

Here is a golden opportunity for a concerted direct-mail campaign. Several mailings to this group should provide for more concentrated coverage.

Some phone calls to the people involved in the survey can help. They can reveal whether sales resistance is due to price, quality or service. Whatever the reasons, you at least know your problem. Then steps can be taken to remedy the situation.

A periodic invoice check is one of management's most important tools. The study takes a few days at most. The time invested will repay you in extra profits the year around. It is as essential to your business as an annual visit to the doctor to your health. # #

## Continuing a Great Tradition



### *The First Step in Building Your Sales Really Begins Here!*

The recent formal dedication of Emery's new modern laboratories emphatically underlines the persistence of Emery's search for better products, better processes.

Sanitone Dry Cleaning is an outgrowth of that tradition. Research created it over 23 years ago. While it was improved constantly without fanfare, it wasn't until a basic patent expired that the Industry recognized it as revolutionary.

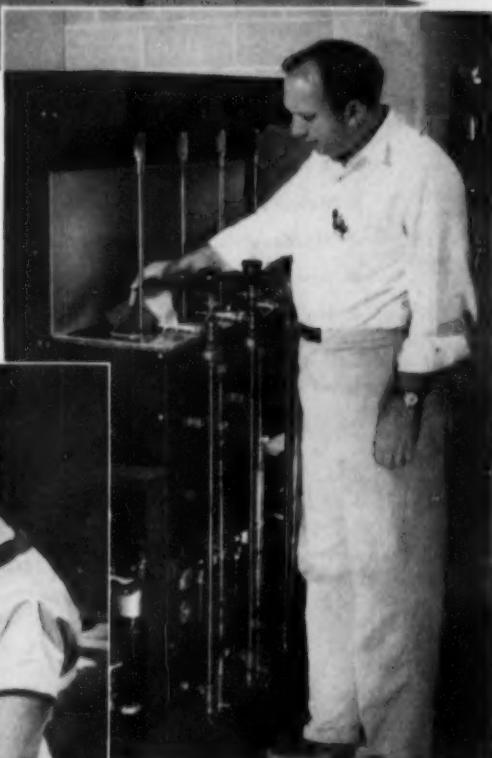
Now, with Emery Researchers so much better equipped, we see another reason why it is so much *better to sell Sanitone than to sell against it.*

Not content with solving the problem of superior cleaning results, the foundation of your sales, this group originated, improved moth-proofing water-repellent substances, sizing agents for silks and woolens, all special services to help the Sanitone licensee compete more profitably in his local market.

Taken alone, even scientific progress might not be enough. But when augmented by the sound experienced help of the Sanitone Engineer, plus national and local advertising, the lot of the Sanitone licensee becomes more than ever the most desirable in the Industry. Write today for complete information.



*Ease of removal of fiber lubricants is checked in this apparatus equipped with constant speed agitators.*



*This Tergotometer determines the cleaning power of a dry-cleaning detergent.*

**Sanitone**  
DRY CLEANING SERVICE

*A Division of Emery Industries, Inc.  
Ceres Tower, Cincinnati 2, Ohio*

# Record Potential in 1956 Visualized

## For Drycleaning Industry and for

## Drycleaning Machinery Sales

By Peter B. B. Andrews

Supervising Economist, Future Sales Ratings

Prepared exclusively for The NATIONAL CLEANER & DYER, Mr. Andrews' reports have proved remarkably accurate in past years. His analysis predicts the following for 1956:

- ★ A record-breaking sales year for drycleaners
- ★ Volume will be up 3.5 percent over 1955
- ★ Machinery and equipment sales will jump 9.8 percent
- ★ Above purchases will total better than \$40,000,000
- ★ Half of all drycleaning equipment needs replacement

Individual plants will equal or exceed expected increases, dependent upon greater promotional and sales effort.



THE COMING YEAR, 1956, is potentially the best year in history for the drycleaning business and for the provision of the many millions of supplies used annually by the drycleaning industry. The board of analysts of Future Sales Ratings visualizes, in consensus, that the gross consumer expenditure for drycleaning service in 1956 should—with the exercise of adequate promotion ingenuity by the industry—exceed that of 1955 by 3.5 percent representing a new record high.

An already high level of public purchasing power is expected to be bolstered further in 1956 by strong overall business trends, additional wage increases and a reduction in taxes, with benefits in corresponding ratio to an alert drycleaning industry.

Similarly, a great sales potential is seen to exist in the drycleaning machinery and equipment industry, reflecting the forthcoming prosperity of the drycleaning industry as a whole in 1956, the strong finances of this

segment of the service industries, and an aggressive, enlarged advertising and selling campaign which will not only stimulate buying for expansion but will bring about many replacements among the large numbers of antiquated machines in this industry. The board estimates that for improvement of efficiency and for enhancement of profit margin, at least half of all existing drycleaning machinery should be replaced with modern, economically operating equipment.

Consensus of the board's estimates of the drycleaning industry's machinery and equipment sales potential for the full year 1956 indicates the substantial, possible 9.8 percent gain of 1956 sales over 1955. This would bring aggregate potential sales volume to \$40,030,000 for 1956, representing the almost 10 percent gain over the \$36,450,000 estimated for the full year 1955.

As an indication of the broad base on which this machinery industry rests, the drycleaning industry in its

various facets will do far over a billion dollars worth of business in 1956. The last official census which would indicate size covered the year 1953, but it is significant to observe that the industry has grown substantially in sales volume since then. However, receipts in that year totaled \$1,128,738,000, representing a 40 percent gain over the preceding census year's (1948) showing of \$807,673,000. Another indication of the virility of the drycleaning industry is shown in the fact that the number of establishments in this billion-dollar-plus business rose from 24,017 in 1948 to 30,499 in 1953, a gain of 27 percent.

Indicating the conservativeness of these figures, they include plants primarily engaged in drycleaning apparel and household fabrics. They do not include establishments primarily engaged in rug cleaning. The receipts of collecting and distributing units (branch outlets) owned and operated by cleaning plants are included in the plant reports, although the number of



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TarGo is one of the famous "GO" products of  
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On the board or in the washer... you can take out lipstick faster, easier, more thoroughly with action-loaded TarGo. Even the tough permanent types disappear quickly when TarGo goes to work. And TarGo is economical—on "lipstick loads" a quart of TarGo does a better job than a gallon of other removers... in only 15 minutes too! Use TarGo in either charged or conventional systems—it doesn't build up pressure, does flush freely from both synthetic and petroleum solvents.



such establishments is not included in the count. The places known generally as tailor shops are included in this classification only if they operate their own cleaning plants or units.

Pressing, alterations and garment repair, which often supplement the drycleaning income of drycleaners, represent another considerable sales volume which enhances the buying power of many of these plants. In the 1953 census, pressing, alteration and garment repair places accounted for \$278,249,000 receipts over and above the drycleaning plants, and there were 36,834 such establishments listed. These shops are primarily engaged in pressing, repairing and altering clothing (except furs) for individuals. Valet shops and establishments which may be known as tailor shops primarily engaged in garment pressing and alteration are included in this classification, but custom tailors are classified in retail trade generally. Places known as cleaners which do no drycleaning but have it done for them by cleaning and dyeing plants and independently operated collecting and distributing agencies serving cleaning and dyeing plants are also included. However, those places primarily engaged in doing hemstitching, buttonholing, pleating, stitching, tucking and reweaving for individuals are not included in this classification.

Size and definition of the drycleaning industry is thus evident. In acknowledgment of its importance, the board gives the drycleaning industry a Size Rating in its Future Sales Ratings column of "E", signifying that the industry accounts for consumer expenditures of between \$1,000,000,000 and \$2,000,000,000. Moreover, the board's appraisal of the 1956 potential expenditures for drycleaning has resulted in the optimistic assignment of the top-category future sales rating of five stars for this industry in the year ahead.

#### Basis of Analysis

This board of analysts of Future Sales Ratings consists of more than 300 economists, marketing and research men, both in Government and private industry. This panel has been forecasting under the writer's supervision the sales potentials for the 110 leading industries of the United States for the past 21 years. The result over the years has been creditable, with a batting average accuracy of .850.

In past reports which the board has been commissioned to do exclusively for NATIONAL CLEANER & DYER, we followed an old census breakdown, covering drycleaning unit machines, synthetic and naphtha types, washers,

Peter B. B. Andrews seeks the opinions of 300 key men in government, industry and the universities before predicting the near-term and long-term outlook in 111 industries, representing all the leading industries of the United States. He has been contributing economic forecasts to *Sales Management* since 1934, with an outstanding record of accuracy, and since that time has been *Sales Management's* consulting economist. He has done special marketing studies for some 70 of the country's leading publishers. He joined Hearst Magazines, New York, as economist in 1945, and also has served as consulting economist to the National Production Authority. He went to Washington in 1941 as industrial economic adviser for General William Knudsen, director of the Office of Production Management, and served on the War Production Board from 1941 to 1945. In 1945 he received a Presidential citation for World War II emergency research work in American industries.

moreover, generally placed by the board in making an optimistic forecast is that the promotional efforts of the drycleaning industry—from machinery manufacturer through retailer—must be greater to take full advantage of the 1956 sales potentials in this important field.

Basic background is considered by the board, in any event, as favorable to expansion of drycleaning service and sales of drycleaning machinery and equipment. Inevitably, the drycleaning industry ties in closely with the broader events in the country's economy and the consequent results on the consumer's buying power. In this respect, a strong feeling of optimism is justified, as employment, wages, disposable personal income, liquid-asset margin over debts and similar economic factors point up the excellent, growing purchasing power. Confidence of businessmen, including owners of drycleaning establishments, is inspired by the current and prospective business boom, strong finances of the American economy and the improving trend of international relations.

More people are working for more money. Moreover, higher hourly wages and relatively stable living costs have been giving most workers their greatest gain, postwar, in ability to buy goods and services. Production is rising, insuring plenty of goods to sell. Investment in plant and equipment is encouraged by Government policies; more and more capital is going into long-term investment.

#### Consumer Assets High

Despite record-breaking sales, liquid assets of consumers have climbed to new heights. Individuals throughout the United States now own a total of \$411,000,000,000 estimated by the board on such assets as cash, bank deposits, savings and loan shares, insurance and government securities. That compares with \$398,300,000,000 at the end of 1954 and \$324,300,000,000 at the end of 1950.

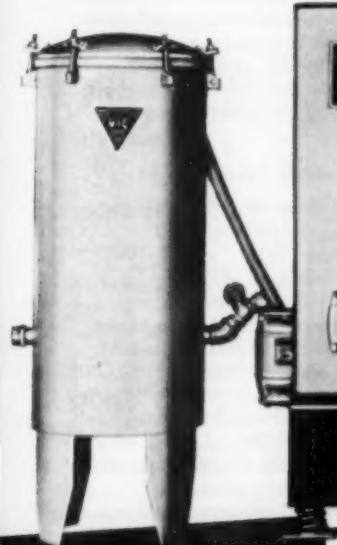
Individuals also own another \$300,000,000,000 of corporate bonds and stocks, in which great potential power to buy goods and services also exists. Moreover, disposable personal income continues to advance impressively, now approximating \$265,000,000,000, a gain of more than \$10,000,000,000 over 1954. Prospective buying power looks even better, with further gains in disposable personal income coming from wage increases and tax cuts likely in 1956.

Of course, there is a debit side to this, too; individuals' mortgage debt and consumer debt approximate \$95,-

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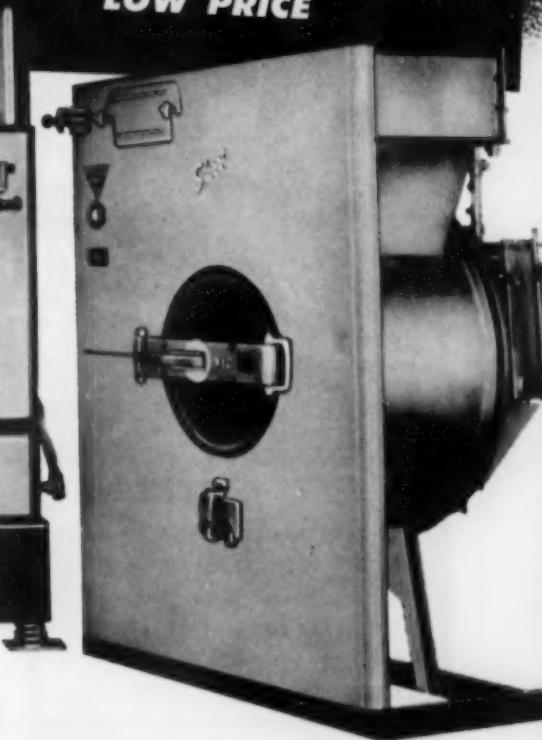
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000,000,000, consisting of about two-thirds mortgage debt and one-third consumer debt. That is up from \$90,000,000,000 at the end of 1954 and from \$53,600,000,000 at the end of 1950, but this is a logical rise in such debt and is not considered by the board to be out of proportion to the general advance of the economy.

The approximate \$600,000,000,000 existing net equity of total United States individuals (financial assets less liabilities) represents a record high of aggregate savings, auguring well indeed for better business and for

better demand for most of the products of the American industrial system, including drycleaning machinery and equipment.

#### Business Expanding

Businessmen are in top shape for expansion and bringing out interesting innovations for their products. Not only is the ability to finance easy at present but financial conditions as they are look unusually impressive. Net working capital of American corporations is pushing the \$100,000,-

000,000 mark, up about \$5,000,000,-000 over a year ago. Current assets are more than twice all current liabilities and corporate cash is accumulating. This reveals ability to finance more expansion of plant and equipment, more advertising and selling, which of course is keenly fundamental to the further progress of the nation's economy.

It is small wonder, then, considering this financial strength as well as the broad existing confidence of businessmen in the future, that plans for expansion of plant are at unprecedented peaks. Expenditures for new plant and equipment by American industry are running at a new high annual rate of \$29,000,000,000. Aside from that, there are many impressive potentials, for here indeed is a nation that is in the market—as population and buying power expand—for many more billion dollars worth of new highways, new schools, new factories, new homes, hospitals, churches, laboratories—and everything that modern developments and resourceful salesmanship can persuade a prosperous people to put into products and services at prices that are stable and reasonable in all perspectives.

#### Economic Future Bright

With all these stimuli in operation or in potential development, the prospect for the entire economy—and therefore definitely for drycleaning services and for drycleaning machinery and equipment—is an optimistic one. The \$600,000,000,000 savings figure and the \$265,000,000,000 disposable personal income figure compare with all retail sales in 1954 of \$170,700,000,000. Savings alone are over 300 times the total spent for drycleaning in any year.

Gross national product (total spent for all goods and services in the U. S.) pushes steadily to new highs and as of the present time it is approximating \$385,000,000,000, compared with \$357,200,000,000 in 1954, \$364,900,000 in 1953, \$346,100,000,000 in 1952, \$328,200,000,000 in 1951, and \$285,100,000,000 in 1950. In 1939 it was only \$91,000,000,000!

In view of the impressive foregoing economic factors, as well, too, as the impressiveness of the efforts of the drycleaning industry itself to maintain or increase its share of the economic dollar, the board anticipates a good year for the drycleaning service industry and for the drycleaning machinery and equipment manufacturers. If the endeavor can attain the potential in full, 1956 should, in fact, be the greatest year in the history of drycleaning. # #



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to multiply your profits by  
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**SAY "GOODBYE" TO:**

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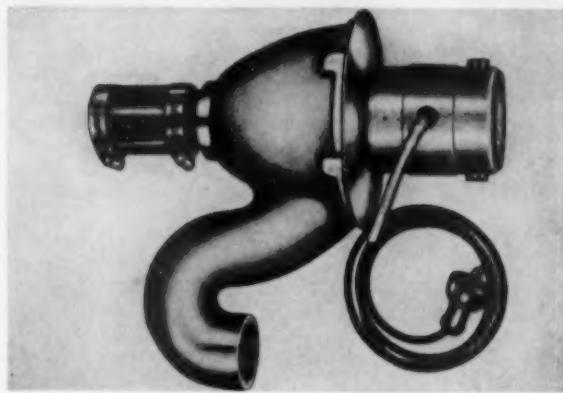
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Lot (unit) Numbers  
1 to 40 in each color.

**400 COLOR-NUMBER  
COMBINATIONS-**  
**\$3.50** BOX (COLORS)   **\$3.30** BOX (WHITE)  
1000 strips to the box -  
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*For Best Results  
use both tags  
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### ALL-IN-ONE AIR VACUUM UNIT

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**\$79.50**

### COMBINATION STEAM FINISHING BRUSH AND CONDENSER

The combination steam finishing brush has die cast head, with medium or stiff nylon bristles. New design trouble-free valve. May be attached direct to Adjusto Form, coat machine or press for steaming as you finish. Speeds finishing work up to 40%. Ideal when used with condenser as shown at right. Affords a supply of dry steam at all times.

Brush and Condenser,  
the Set  
Only.....

**\$36.95**

Brush alone, Only \$16.95  
6 ft.  $\frac{1}{4}$ ", 4 ply steam hose  
with 2 clamps and valve,  
only.....

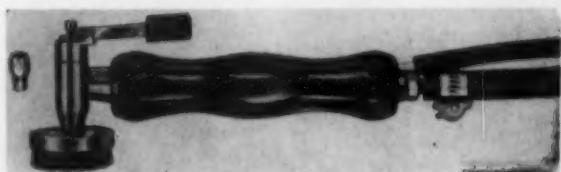
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### STANDARD SCALE BASKET

(Left)

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

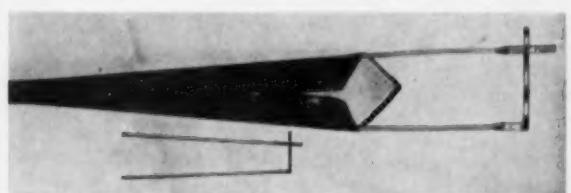
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### NEW IMPROVED MOISTURE CONTROL SOAP GUN

Non-breakable handle and improved stainless steel tubing. Adaptable to any spotting board. Comes with interchangeable nozzle and brush, suction hose and check valve. Attach steam hose to steam line and place suction hose in pre-spotting solution. Then step on steam pedal and press thumb valve. Gun pre-heats chemicals for double cleansing power. Also ideal for sizing and water-proofing. Sold on money back guarantee.....

**\$12.95**

Moisture control gun may also be attached direct to main steam line and used in complete spotting unit as shown in diagram below.

**\$23.95**

(Patent Pending)

### NEW ALL-IN-ONE TIE FORM

Greatest improvement in tie forms since the tie itself! Now a tie form that fits ALL ties, even those sewed in the center. Self-locking at any point you wish. Just insert form in tie and apply pressure. Ideal on press or finishing board. Only.....

**\$4.50**

Send for Our Full-Line Catalogue

### ECONOMY HANGING SCALE

(Right)

Popular and ideal basket-scale for selling service by weight. Beautifully finished heavy gauge metal basket remains perfectly balanced no matter how unevenly loaded.

Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.....

**\$39.75**

With Floor Stand add.....

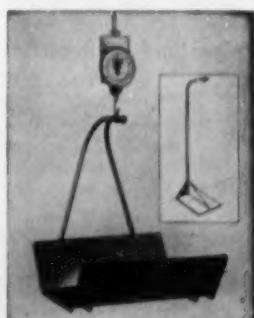
\$15.00

The Basket alone.....

\$22.00

The Scale alone.....

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If your jobber cannot supply you, write us direct.

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# Balanced Equipment Smooths Production

*Good ratio among all plant departments reduces costs*

By ARTHUR F. SCHUELKE

THE STARTING POINT for even workflow is the cleaning room, whether it's synthetic or petroleum. Here is where bottlenecks can be eliminated, even for the other departments in the plant.

Just how essential is good balance? It is the key to good customer acceptance and continued volume growth.

For example, some operators overload inadequate washers to maintain production. Result? Inferior cleaning and increased spotting. Or perhaps washer sizes are increased. No plans are made to add to tumbling facilities. The deodorizers are overloaded. Unless the drying cycle is increased, loads are pulled "green," and odor-laden garments cause complaints. In synthetic plants the solvent lost in this manner means real dollars and cents.

The only other solution with insufficient capacity is to extend the drying time. Longer tumbling imparts excessive mechanical action to the garments. Clothes are subjected to fabric damage or shrinkage. In either case, customer acceptance is hampered. Additional deodorizing equipment is the only real solution.

## Washers and Extractors

In the case of petroleum plants, expanded volume usually results in the purchase of larger washers. But, with conventional equipment, little consideration is given the extractor. Solvent costs are kept in line only when extractors are loosely loaded, within their recommended capacities. If the garments are jampacked because of overloads, solvent costs rise; garment wrinkling is intensified; finishing becomes slower, more difficult.

When the loads are too large to handle, they are split into two or even three extractor loads. Valuable time is then wasted by the cleaner. Worse, overworked extractors wear out faster. This does not apply to washer-extractor equipment. But even here, loads

should be kept within manufacturers' recommendations. And it is essential to allow sufficient cleaning time to insure maximum dirt removal.

Suggested equipment capacities are shown elsewhere in this article. All machinery is designed to carry specific loads. When one piece of equipment is replaced for a larger size, all other units can be thrown out of balance with the workflow, creating their own problems. This carries all the way to tank capacities. Not only is this an important consideration when expansion is contemplated; it is equally pertinent when new plants are planned.

## A Typical Problem

Let us take a hypothetical case. A new feeder plant or package plant is under consideration. First of all, there are two good rule-of-thumb facts to consider. One is that revenue per pound usually runs about half the selling price. Plants selling drycleaning for a \$1 base usually get about 50 cents per pound in return.

The other rule is that volume at that base price will average about \$1 gross per square foot of floor space per week. In our hypothetical case we

assume a plant will occupy 1,500 square feet of space at \$1 prices. It can expect to produce an average weekly gross of about \$1,500 (assuming the potential is there).

Peak weeks will exceed this volume by approximately one-third, or \$2,000. Since the poundage is double the dollar volume, it is essential that the plant be geared for 4,000 pounds per week. In a five-day week that means a daily average of around 800 pounds in peak periods.

In a plant using a "cold" synthetic machine, three 30-pound loads can be cleaned and deodorized each hour. The cleaning room will have to work nine hours daily during the rush, exclusive of maintenance time. If a 60-pound wheel were used, this time would be cut in half; that is, if sufficient tumbling capacity and other adjustments were made down the production line.

In normal weeks the plant would produce about 3,000 pounds per week. In five days that amounts to an average of 600 pounds daily. Cleaning time would be seven hours a day, using a 30-pound wheel and one reclaimer. The balance of the cleaner's time would be available for maintenance and other tasks. One person could very comfortably handle this volume.

In the typical plant the work, by classification, should divide roughly as follows: 80 percent wools or heavies, 12 percent silks or synthetics, and 8 percent household. Thus the normal 3,000 pounds of volume would include about 2,400 pounds of woolens. There would be around 360 pounds of silks and 240 pounds of household items.

Woolens weigh about 1½ pounds each. Dividing that into 2,400 pounds, we have some 1,600 pieces of wool per week. Silks and synthetics range about ¾ pound each. That means the 360 pounds estimated would be about

(Continued on page 52)

## Typical Standards Used in Well-Balanced Cleaning Rooms

(Conventional Equipment—Petroleum Plant)

Washer	Load Size	Filter	Extractor	Tumblers
30 x 40" metal	40 lb. max.	1500/2000 g.p.h.	28" dia. min.	1—36 x 30" open-end
30 x 48" metal	50 lb. max.	2000/3000 g.p.h.	30" dia. min.	2—36 x 30" open-end
36 x 54" metal	90 lb. max.	3000/5000 g.p.h.	33" or 40" dia.	3—36 x 30" open-end or 1—42" open-end

These figures have been selected from well-run plants. They have leveled out cleaning room workflow with above system. Adequate filtration has reduced redeposition. Petroleum-type washer-extractors and synthetic units have rated capacities set by individual manufacturers.



HOLIDAY  
GREETINGS

and a Happy New Year 1956 from

**LINCOLN BAG COMPANY, INC.**  
PARA-LUX PRODUCTS COMPANY  
Chicago 39, Illinois

# COMPARISON OF DETERGENT

by PAUL WARREN

*Here is the drycleaner's dilemma:*

How can I use a high concentration of detergent for maximum soil removal, and how can I distill my charged solvent often enough to be honest with the public I serve, without establishing an exorbitant cost for detergent in relation to pounds of garments cleaned?

If he reduces distillation to the point where he can use the desired concentration of detergent with a reasonable cost he sacrifices on the purity of the garments returned to his customers.

If he reduces the concentration of detergent to the point where he can distill with the desired frequency at a reasonable cost he sacrifices soil removal.

Nothing known to science removes the soluble impurities from the charged solvent without removing active ingredient at the same time.

## Cost per gallon of minor importance

In calculating the detergent cost per 100 pounds of fabrics cleaned the list price of the detergent has far less influence on the end result than

- (a) the concentration of charge used, and
- (b) the frequency with which the charge is distilled.

A detergent selling at \$3.50 per gallon and used in a 4% charge costs much more per 100# cleaned than one selling at \$4.00 per gallon and used in a 1% charge, if both are distilled with the same frequency.

However, the \$4.00 detergent used in 1% costs slightly more than the \$3.50 detergent used in 4% if the 1% charge is distilled at the commendable rate of 20 gallons per 100# while the 4% charge is distilled at the questionable rate of 5 gallons per 100#.

You will enjoy a brief study of the cost chart in the next column which so clearly illustrates the point in question.

## COST CHART FOR 100 LBS. OF FABRIC USING NO-RINSE CHARGE SYSTEMS

	Detergent "A" \$4.00 list price 1% charge	Detergent "B" \$3.85 list price 2% charge	Detergent "C" \$3.50 list price 4% charge
<b>NO DISTILLATION</b> 3½ gals. loss of charge per 100# fabrics cleaned (2½ gals. not recovered in extracting plus 1 gal. lost with filter muck or leakage and spillage)	<b>14¢*</b>	<b>27¢†</b>	<b>49¢§</b>
When distilling 20 gals. charge per 100# fabrics	<b>80¢</b>		
When distilling 10 gals. charge per 100# fabrics		<b>77¢</b>	
When distilling 5 gals. charge per 100# fabrics			<b>70¢</b>
COMBINED DETERGENT COST	<b>94¢</b>	<b>\$1.04</b>	<b>\$1.19</b>

\*Detergent "A": 1% x 3½ gals. = 0.035 gal. x \$4.00 = 14¢

†Detergent "B": 2% x 3½ gals. = 0.07 gal. x \$3.85 = 27¢

§Detergent "C": 4% x 3½ gals. = 0.14 gal. x \$3.50 = 49¢

**DETERGENT "A"** Supposing that one manufacturer sells his detergent at \$4.00 per gallon; that he recommends a no-rinse 1% charge; and that he offers commendable, straightforward instructions to distill all extractings after a 5-minute drain on the board. Thus, approximately 20 gallons per 100# fabrics are distilled. The cost of detergent lost in distillation amounts to 80¢ per 100# fabrics. (1% of 20 gallons equals 2/10 gallon times \$4.00 equals 80¢.)

**DETERGENT "B"** Supposing that another manufacturer sells his detergent at \$3.85 per gallon; that he recommends a no-rinse 2% charge; and that he leaves the rate of distillation to the discrimination of the user. To limit the cost of detergent lost in distillation to something comparable with that of Detergent "A", the rate of distillation must be cut in half, or only 10 gallons per 100# fabrics. This makes the cost of Detergent "B" 77¢ per 100#. (2% of 10 gallons equals 2/10 gallon times \$3.85 equals 77¢.)

**DETERGENT "C"** Supposing that a third manufacturer sells his detergent at \$3.50 per gallon; that he recommends a no-rinse 4% charge; and that he also leaves the rate of distillation to the discrimination of the user. To limit the cost of detergent lost in distillation to something comparable with that of Detergent "A", his customers can distill only one-fourth as much charge, or 5 gallons per 100# fabrics. This makes the cost of Detergent "C" 70¢ per 100#. (4% of 5 gallons equals 2/10 gallon times \$3.50 equals 70¢.)

# COSTS IN NO-RINSE AND 2-BATH METHODS

## No distillation of no-rinse charge

Even if the plantowner completely ignores his responsibility to the public by distilling no solvent whatever, there is a substantial detergent loss from (a) the charge which remains in the garments after extracting, and (b) that which is lost with filter muck or leakage and spillage.

Approximately  $2\frac{1}{2}$  gallons of charge for each 100# fabrics cleaned remain in the fabrics after extracting. Obviously, the type and size of extractor, as well as the speed and time of extracting, influence the amount of charge which remains in the fabrics after extracting, but  $2\frac{1}{2}$  gallons is an acceptable average.

The additional loss of charge with filter muck or leakage and spillage is conservatively computed at 1 gallon per 100#, bringing the total to approximately

$3\frac{1}{2}$  gallons per 100 lbs. fabrics

The detergent loss is further increased if adsorptive sweetener powder is used in place of the recommended daily precoat with *Darco*.

Do not be misled. No commercial detergent has mysterious properties for resisting the adsorptive powers of leading sweeteners.

Alkaline powders are interesting from the standpoint of not removing the active detergent, but they fail in their objective because they merely transform objectionable, impure fatty acid into objectionable, impure soap which is made soluble by the charged system.

There is no substitute for distillation for the plantowner making an honest effort to avoid returning dry-cleaned garments contaminated by impurities removed from other garments.

The  $3\frac{1}{2}$  gallons of charge per 100# fabrics cleaned which is lost when there is no distillation whatever results in the detergent costs shown for "no distillation" in chart on opposite page.

## Minimum distillation of no-rinse charge

Some operators of no-rinse plants never distill the charge in the washer, and distill the charge in the filter only once a week when cleaning out the filter.

Most authorities agree that the above situation represents the absolute minimum amount of distillation required to provide any semblance of an honest attempt to keep faith with the buying public.

This limited amount of distillation results in loss of charged solvent equivalent to approximately

5 gallons per 100 lbs. fabrics

*Illustration:* A 5000 gph filter, holding 200 gallons of charge is connected to a 36x54 washer with 100# capacity, but with average load equalling 90#. The weekly production averages 45 loads.

Monday . . . . .	11 loads
Tuesday . . . . .	12 loads
Wednesday . . . . .	10 loads
Thursday . . . . .	7 loads
Friday . . . . .	5 loads

45 x 90# = 4050# fabrics per week  
200 gals. + 40 cwt. = 5 gals. per 100#

The 5 gallons of charge per 100# fabrics cleaned which is lost with minimum distillation results in the following detergent costs:

**Detergent "A": 34¢ per 100#**  
 $1\frac{1}{2}\% \times 5 \text{ gals.} = 0.05 \text{ gal.} \times \$4.00 = 20\text{¢}$  plus 14¢ in cost chart for no distillation.

**Detergent "B": 65.5¢ per 100#**  
 $2\frac{1}{2}\% \times 5 \text{ gals.} = 0.1 \text{ gal.} \times \$3.85 = 38.5\text{¢}$  plus 27¢ in cost chart for no distillation.

**Detergent "C": \$1.19 per 100#**  
 $4\% \times 5 \text{ gals.} = 0.2 \text{ gal.} \times \$3.50 = 70\text{¢}$  plus 49¢ in cost chart for no distillation.

## Continuous distillation of 2-bath rinse

Every plantowner would prefer 4% to a weaker charge if he thought he could afford it.

However, the column at the immediate left shows that even with what most authorities would consider an absolute minimum of distillation, a 4% charge of Detergent "C" would cost a prohibitive \$1.19 per 100# fabrics.

STREET's has solved the dry-cleaner's dilemma through the *2-Bath Method* which permits the following:

Concentration of charge: 4% 886

Distillation per 100 lbs.: 20 gallons

Combined detergent cost: 47¢ 100#

By distilling a separate rinse bath instead of the charged bath the loss of 4% 886 is limited to that which remains in the fabrics after extracting the charge prior to the separate rinse, and to that which is lost with the filter muck or leakage and spillage. *Extracting:*  $4\% \times 2\frac{1}{2}$  gals. = 0.1 gal.  $\times \$3.35 = 33\frac{1}{2}\text{¢}$ . *Muck:*  $4\% \times 1 \text{ gal.} = 0.04 \text{ gal.} \times \$3.35 = 13.4\text{¢}$ . *Total:* 47¢ per 100# for 4% 886.

The separate rinse bath following 4% 886 permits use of the highest concentration of detergent with the highest rate of distillation at only a fraction of the cost established in chart on opposite page for Detergents "A", "B" or "C".

With this process you not only eliminate wet cleaning with maximum safety but you also complete an honest transaction with your public by removing garments for drying from a rinse bath which maintains a higher standard of purity than any heretofore known to the industry. Drycleaned garments are returned to their owners free of soluble impurities removed from other garments. The detergent cost for the 4% charge is only 47¢ per 100# of fabrics.

Here is truly "honesty with economy."

**Want to cut costs?**

► **Try ARMA'S  
Redi-Count  
and  
Redi-Mark  
Roll Tags**



Compare the marking system you now use with the Arma Redi-Count Roll Tag system and you'll see these advantages:

**Lower Cost**—Roll tags are actually cheaper than day tags.

**Faster Assembly**—At a glance, you can tell when an order is completed, ready for

bagging. One-piece orders can actually by-pass assembly.

**No Marking To Do**—The customer identification and number of pieces in an order are already printed on the tags.

**Custom-Made**—Roll tags can be specially printed to suit your particular needs.

*See your jobber or send for free additional information and samples today!*

**Pittsburgh Tag Company**

1112 Galveston Avenue • Pittsburgh 33, Pa.

*(Continued from page 48)*  
480 pieces. Households run about one pound each, for a weekly average of 240 pieces.

**The Spotting Department**

It is difficult to figure spotting production exactly, since so much depends upon operator skill, training and work interest. A fair estimate for wool spotting would be about 70 pieces per hour. Dividing our 1,600 wool pieces by 70 results in some 22 hours devoted to wool spotting.

That same person should be able to spot around 20 dresses per hour. Since we have 480 silks per week, division gives us about 24 hours a week for fancy spotting. The combined operation is a one-person job, with an occasional assist by management, plus some help on wetcleaning by the dry-cleaner.

The spotter's work will be facilitated with a modern steam-air-vacuum spotting board. Prespotting will further expedite the workflow. A wind-whip and tumbler are additional aids. To sustain balance with the cleaning room, it would be well to have two spotting boards (one for supplementary help and prespotting), the whip and tumbler or drying cabinet.

With modern drycleaning methods,

wetcleaning is kept at a minimum. Two washtubs should be sufficient. Many plants fix a hinged board across the tubs for scrubbing. When not in use, it is swung out of the way for access to the tubs. An important aid to the spotter is a thermostatically controlled digester tank.

**Finishing Department**

A reasonable average for wool finishing is about 18 pieces per operator per hour. The weekly production of 1,600 pieces will require 90 hours for pressing. Silk production runs about 9 pieces per hour. This average production will require 53 hours to process the expected 480 pieces. Household finishing averages around 10 pieces per hour, giving us 24 hours time to finish 240 pieces in the expected weekly volume.

Total finishing time then comes to 167 hours. Two wool finishers should handle this end of the work; that is, if they have individual presses, a steam-air finisher and a puff iron or two. One full-time silk finisher would be needed. She should have an offset press, sleeve and puff irons. A fourth employee to help the silk finisher and handle households would round out the regular finishing staff.

Perhaps it would be well to have an

extra utility press for use during peak periods. It makes a good training unit, as well. An additional presser in rush seasons could use this press to keep the work moving.

Two girls would be needed for inspection, minor repairs and assembly-bagging. It is assumed two counter sales girls could devote half their time to marking.

**Please note:** The production figures used here may have to be revised, upward or downward, depending upon local conditions. But once they are adjusted to a local norm, they should serve as a yardstick for expansion plans. They can act as a guide for equipment purchases.

**How One Owner Created  
New Problems**

It must be remembered that any changes have their effect through the entire operation. We know of one petroleum plantowner using a popular charged system. As he has grown the past few years, he has purchased larger-capacity washers. Instead of two 50-pound wheels, his two new washers have a combined capacity of better than 200 pounds.

Unfortunately, he is attempting to deodorize his loads in the original four 36-inch open-end tumblers. Nothing has been done to expedite drying, although he also added an extra filter, further speeding the cleaning workflow.

On top of that, he still uses a 50-gallon-per-hour still. This runs all day, every day. The cleaner loses valuable time maintaining the still and changing rags. Excessive use causes the still to produce much less than its rated capacity.

The plant finally had to replace an overworked extractor. Each load had to be split three times.

Planned expansion would have saved untold dollars. Piecemeal expansion cost much more, in wasted labor, production bottlenecks and customer complaints.

Each new investment only partially paid for itself in that it created new problems all down the line. When one phase of production is to be changed it is well to relate the effects in all units including:

1. Washers and extractors
2. Tumblers
3. Filters
4. Stills
5. Spotting equipment
6. Finishing equipment

Unless all departments are integrated within themselves and the other units, new purchases are not yielding their full return. It is vital to investigate every phase of the plant's production setup. # #

# IN SIZE... IN PERFORMANCE ...IN PROFITS!



#### THE HAMMOND 75 LB. AUTOMATIC WASHER

Here is a big production, big profit automatic Open-End Automatic Washer. Completely stainless steel construction with a washable door opening and featuring the famous Hammond mechanical reversing drive. With Hammond's exclusive automatic control system, the Washer will deliver more production faster and more efficiently than any other model.

#### THE HAMMOND 30" STAINLESS STEEL EXTRACTOR

The largest extractor made in America today. Solid rugged all stainless steel construction, automatic brake . . . one lever control . . . double V-belt drive and will dry a load of 75 lbs. in less than 10 minutes. With the Hammond 80 lb. Tumbler, and 75 lb. automatic washer, the 30" Hammond extractor will give you an unbeatable combination.

#### THE HAMMOND 80 LB. CABINET TUMBLER

Now . . . buy the tumbler that does the work of TWO . . . at practically the cost of ONE. The Hammond 80 lb. Cabinet Tumbler, with the same brilliant design and engineering. Top speed . . . (will spin an 80 lb. load in less than 25 minutes). Yet . . . the Hammond 80 lb. Cabinet Tumbler costs much less to buy and operate. Big 44" x 22" cylinder size for peak efficiency. It will pay you to check with your nearest Hammond distributor immediately.

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Please send all available information about Hammond  
AUTOMATIC EQUIPMENT

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

HAMMOND LAUNDRY CLEANING-MACHINERY CO.  
HAMMOND BLDG. WACO, TEXAS



**OVER 30 THOUSAND** SAW OPERATION OF PROSPERITY SHIRT DEPARTMENT AT THE NEW YORK STATE FAIR  
... FILLED OUT QUESTIONNAIRES ON SHIRT FINISHING



## PROSPERITY HAS THE ANSWERS!



Out of every 3 shirts...

the Housewife still does 2

the Commercial Plant is only doing

1 out of 3

**THE ANSWER:** too few people know that Prosperity-equipped plants do shirts so carefully, beautifully, so fast, and at such a reasonable price.



HUNDREDS OF TAPE-RECORDED INTERVIEWS GET TO THE POINT...

**GET THE FACTS!**

MANY SAY:

"I don't send my shirts to a laundry because I can't get the kind of starch I want."

"I didn't know laundries were so careful . . . I always thought they were 'rough' on shirts."

"I've been ironing 7 or 8 shirts a week at home. I thought laundries charged 35 or 40¢ apiece to do them because that's what I've been paying for sport shirts. I'm certainly happy to know that white shirts cost only about 20¢".

HUNDREDS PERSONALLY INTERVIEWED



**ACTUALLY 7 out of 10 have a misconception about shirt finishing**

**\* YOU MUST SHOW THEM TO SELL THEM!**

## THOUSANDS WRITE OPINIONS...

Are the men's shirts in your family washed and ironed in a commercial plant?

Before today, did you know that shirts are processed like this in modern commercial laundries and drycleaning plants?

Would shirts washed and ironed like this satisfy you and your family?

(Medium starch was used in demonstration . . . a few prefer no starch or heavier starch.)

Before today, did you know that you could leave shirts in the morning to be washed and ironed, and pick them up the same afternoon?

63.2%  
NO  
70%  
YES  
94.5%  
NO  
56.45%

A 21-Inch Color TV, a Portable TV and a Clock-Radio were offered in a drawing on the numbered questionnaires to induce people to write their answers.

## THE ANSWER TO QUALITY THAT SATISFIES!

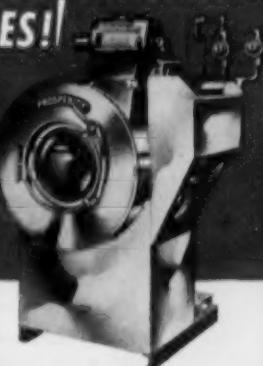
### PROSPERITY CABINET SHIRT FINISHING UNIT

Six time-study balanced machines for easy 2-girl operation. The beautiful, all over quality finishing cannot be excelled. If you offer the starching customers want you can satisfy 100% of the people. Production up to 100 shirts per hour. Simplest operator training . . . quality shirts from the beginning.



### THE ANSWER TO WASHING THAT SATISFIES!

### PROSPERITY FULLY-AUTOMATIC 25-POUND WASHER



Built to the highest standard of Prosperity excellence within the Prosperity factory. Leadership in washer design and washer performance. Equipped with the exclusive Formatrol cycle timer. 47 of the 48 washing cycle operations are performed automatically. Any operator produces the work of the most experienced washman.

## THE ANSWER TO INCREASED SHIRT BUSINESS...

### • PUT YOUR PROSPERITY CABINET SHIRT UNIT IN YOUR STORE WINDOW

SHOW and SELL! Show the care in handling shirts. Show how beautifully they are ironed. Show the speed of service. Show the careful folding and packaging.

### • POST PRICES AND SERVICE IN YOUR WINDOWS

Keep fresh, attractive signs in your window, pricing your shirt service. Advertise your shirt service in local papers.

### • OFFER ANY DEGREE OF STARCH OR NO STARCH

### • OFFER FAST SERVICE • ADVERTISE YOUR SERVICE

PROSPER WITH

*Prosperity*

**The PROSPERITY®**  
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,  
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS  
company Inc.

Print from Model No. 1000  
© 1955 The Prosperity Company Inc.  
1000 Series

Print from Model No. 1000  
© 1955 The Prosperity Company Inc.  
1000 Series

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities



# Need More Payload Space?



## CLEANERS AND DYERS FIND MORE "CARGO CAPACITY" IN THE NEW DIVCO "DIVIDEND SERIES" TRUCKS!

THIS NEW DIVCO 130" wheelbase truck will pay dividends to you through its extra-cargo capacity. Picture this: A body load length of 12 feet with capacity of 470 cubic feet!

Here are more dividends for you. The Divco Model 42 was designed especially for fast, efficient multi-stop delivery, for long-life and low maintenance. The super six engine and 4 speed synchromesh transmission, and other power components, are easily accessible from inside the cab. Divco

provides comfort and safety through passenger car smoothness of ride, wide-deep driver vision and short-turn-radius maneuverability.

You will cut maintenance costs, get greater protection for your cargo and reduce driver fatigue with the new Divco "Dividend Series" trucks. Phone your Divco dealer now for full information and a demonstration without obligation.

**DIVCO CORPORATION, 22000 HOOVER ROAD  
DETROIT 5, MICHIGAN**

# DIVCO TRUCKS

ALL DIVCO PRODUCTS SINCE 1927 ARE STILL IN SERVICE



*In-the-store merchandising with motion and sound:*

## "Welcome to Fine Art . . ."

*... says the mechanical man, proving that*

*owner Art Levey is nobody's dummy*

*when it comes to unusual sales promotion*

By GERALD WHITMAN



THREE-DIMENSIONAL MERCHANDISING is somewhat unusual in drycleaning. Some plantowners use a sight message or an oral message or a combination of the two. Yet there's a drycleaning call office in Hohokus,

New Jersey—Fine Art Dry Cleaners, by name—that's not only wired for sound but for sight and motion, too.

Imagine yourself to be a Fine Art customer. No sooner do you walk past the front door to the call office than

you step onto a rubber floor mat that activates a buzzer signal. This announces your arrival and brings forth a counter girl without delay.

Hard by your right side you are  
(Continued on page 60)

### Fine Art's Recorded Store Message

Welcome to Fine Art Dry Cleaners. Quality is more than just a word with us. We have tried hard, and have added exclusive features to our cleaning, to have accomplished this.

We are stain specialists, and we can remove safely all stains, as long as they are brought to our attention before they have set, either by using home spotting agents, or letting the garment hang in your closet for too long a period before cleaning.

We are quite proud to bring you our quality cleaning, plus our stain removing qualities. We specialize in the following stains: ink, blood, grease, paint, tar, tea, coffee, grass, rust, perspiration, milk, ice cream, glue, gum, nail polish, candy, soda.

These are the things we do for you: We brush all cuffs, we

turn pockets inside out before cleaning, we remove all fancy buttons and ornaments, and replace them after cleaning. We hand-iron all your silk dresses and fancy garments. We roll all sleeves automatically unless requested not to. We employ a full-time tailor and seamstress to handle all minor repairs, such as belt loops, tacking cuffs, dropped hems, loose linings, and all other minor repairs, done free of charge.

We also maintain a tailoring department for major repairs at nominal fees.

We have a high regard for your garments, and they are never abused by us. We return your garments to you without markings, staples or tags hanging from them. We inspect your garments three times before

they are bagged out and returned to you. All work is done on these premises.

We employ skilled help with common sense.

We have the most modern and up-to-date electronic cleaning machines available to our industry. With all of this, it would be quite hard not to give you the quality that you are looking for.

We humbly appreciate your business. We are big enough to handle all your work, but not too big to give you individual attention.

We have a three-hour service for your convenience without any extra charge.

We will be looking forward to having you bring in your slipcovers, blankets, draperies, as well as your wearing apparel.



# "Mr. Dry Cleaner: DON'T BE MISLED!"

Automatic Humidity Controls, whether Adco's or others, can only add uniformity to your operation.  
— says Doc. J. C. Alexander, Adco's Director of Research

## *The Detergent is the Thing!*

The detergent you use determines whether you get uniform "Top Quality Results" or uniform mediocre results from the cleaning done in your plant.

### **KNOW WHAT YOUR CLEANING RESULTS ARE!**

## *How to check the quality of your cleaning!*

1. Send in test swatches at regular intervals . . . COMPARE RESULTS.
2. Check your filters, pumps, solvent levels, overloading washers, and tumblers, correct classification of clothes, etc.
3. Check your solvent for correct percentage of soap as well as correct fatty-acid content, regularly!

\*YOUR ADCO TECHNICIAN KEEPS PERIODIC CHECKS ON ALL OF THE ABOVE FOR YOU!

new, water-white,



shows better than 100% higher, water-soluble soil removal than the old, dark-colored Dri-Sheen!

*Reason . . .*

NEW WATER-WHITE DRI-SHEEN HAS MUCH GREATER DETERGENT CONTENT PLUS BEING UNUSUALLY SOLUBLE . . . THIS ADDED SOLUBILITY ENABLES YOU TO USE CLARIFICATION POWDERS AND DARCO REGULARLY IN YOUR CHARGE (EVEN THE 4% CHARGE) WITHOUT REMOVING APPRECIABLE AMOUNTS OF SOAP! THIS MEANS THAT THE WATER USED IN YOUR CHARGE STAYS "CLEAN" AND UNCONTAMINATED . . . ASSURING YOU OF NO REDEPOSITION OR GREYING.

Adco, INC., SEDALIA, MO., U. S. A. • Manufacturing Chemists since 1908

*Remember...*

DIRTY WATER in your charge cannot be removed by any amount of the purest solvent! Therefore you must keep your charge clean!

*Results.....*

**BRIGHTER, CLEANER, DRY CLEANING!**

*Now...with water-white*



**YOU CAN USE CLARIFICATION POWDERS AND DARCO WITH YOUR CHARGE!**

**TO USE CLARIFICATION POWDERS AND DARCO WITH THE "OLD TYPE DARK CHARGES", WAS NOT ECONOMICALLY POSSIBLE AS AROUND 30% OF YOUR DETERGENT WAS REMOVED BY THEIR USE.**

MAKE ADCO PROVE THIS BY DEMONSTRATION IN YOUR PLANT AT ADCO'S EXPENSE! RUN TEST SWATCHES ON YOUR PRESENT DETERGENT, THEN RUN SWATCHES ON ADCO'S TRIPLE-X DRI-SHEEN.

TRIAL ORDER BILLED ON 60-DAY TRIAL BASIS. ADCO TECHNICIAN WILL DEMONSTRATE IN YOUR PLANT... GUARANTEED BETTER RESULTS OR NO COST TO YOU!

*Swatch tests...*

SWATCH TEST FURNISHED BY N. I. D. to all N. I. D. members. If not a member of N. I. D.... Test Swatches can be had from Anderson Prichard Oil Corp., 31 North Summit Street, Akron, Ohio, and Standard Service, Standard Oil Company of California, San Francisco 20, California.

**FILL OUT  
AND MAIL  
FOR TRIAL  
DEMONSTRATION**

ADCO INC., SEDALIA, MISSOURI

Please Send Me \_\_\_\_\_ gallons of XXX Dri-Sheen freight prepaid.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

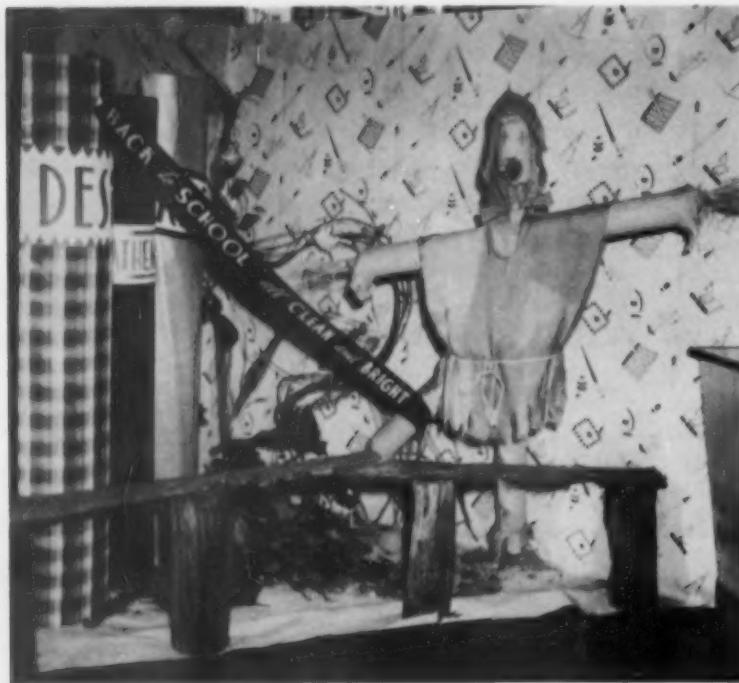
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Adco pays freight on 10 gallons or more.

10 gal... \$4.05    30 gal... \$3.90    55 gal... \$3.85



CALL OFFICE has ideal corner location in two-year-old Hohokus shopping center. Parking is available at curb or in lot behind store. Window signs calling attention to spotting have helped identify Fine Art to customers as stain specialist



BACK-TO-SCHOOL display in call office inspires windblown autumn feeling. This display is changed with new seasons and holidays. At Christmas, for example, scarecrow will be replaced by tree with branches holding lollipops for the kiddies

(Continued from page 57)  
greeted by a life-size mechanical dummy, attired in a regulation route-man's uniform, who keeps tipping his cap toward you. Up and down, up and down, up and down. At the same time, you become aware that he seems to be talking to you—welcoming you to Fine Art and telling you all about the different services and fine quality work available at this establishment.

Continuing in your role as an average Fine Art customer you are very much impressed and amused by all this. As a matter of fact, you have probably complimented owner Hal Levey for his ingenuity while talking with him in the store or upon meeting him on the street. In addition, you have probably read several news items in the local papers about Hohokus' mechanical man.

Mr. Levey's hokus-pocus has resulted in more than mere local curiosity. In terms of dollars and cents, the recorded message in the store has made many of his customers aware of some of his services they apparently hadn't known about before. At the time of our visit, the sound and dummy setup had been in operation only two weeks, but it had already

Adco pays freight on 10 gallons or more.

10 gal... \$4.05    30 gal... \$3.90    55 gal... \$3.85

# non-stop finishing...

on hard, soft and  
heat sensitive materials  
through the

## BILL GLOVER Silk Finishing UNIT!

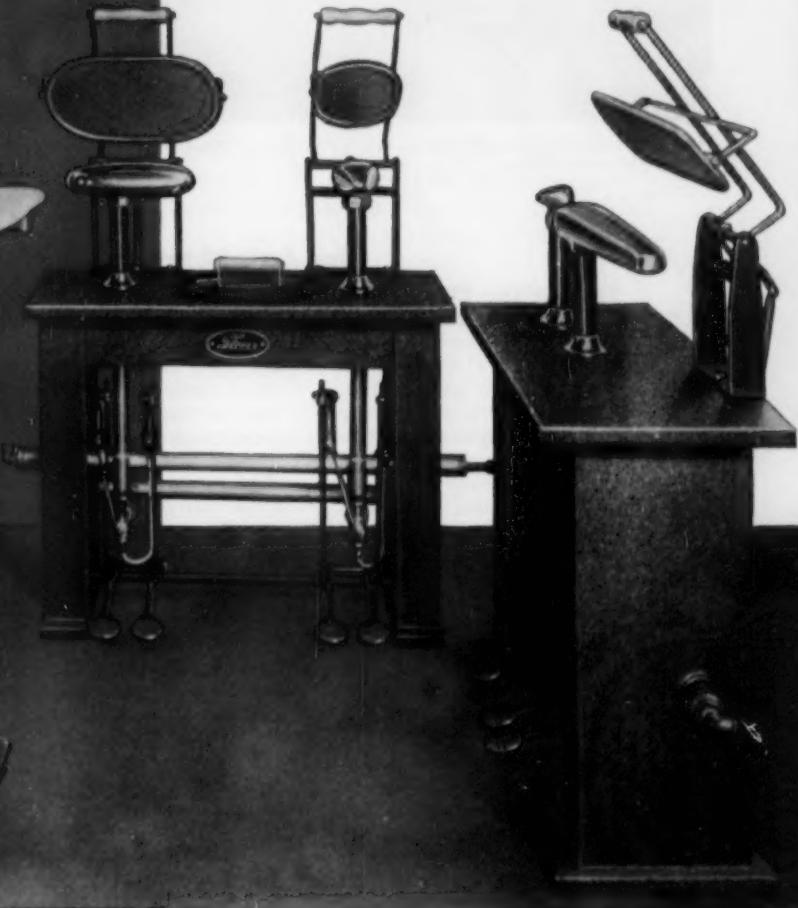


Here's the complete unit—the Bill Glover Offset Press, manual or air operated, and the Bill Glover Fabric Head Puffers. Press and Puffers available with either steam or air vacuum.

All puffer heads except the egg have fabric heads which hinge on ball bearings. The puffers also have needle valves for control of steam volume. Offset Press combines pressing machine, ironing board, and steam vacuum finishing board in single machine. Its nick-proof, non-pitting steel hot head furnishes pressure for finishing hardest materials. The steam and vacuum finishing board furnishes the means of doing heat sensitive materials without the use of the head. Add to these features the water spray gun, sleeve board and the easy-to-reach hand iron and it becomes the unit you need for the production you want.

## It costs less to go "EXPRESS"...

You can save valuable time, do more and better work through this complete *one-operator* silk finishing unit. Here are all the components for easier finishing of washed cottons, or failles and taffetas as well as crepes, silks and heat sensitive materials in a single, compact unit. With the equipment enclosing three sides of a small work area, the finisher can go "Express" regardless of kinds of material, without *stopping* for sleaving here, topping there and skirting somewhere else. Simple to operate, the unit is acclaimed by all who have used it as doing a faster, better job with less operator fatigue than other methods of finishing.



Write today for further details or our new folder—  
"Facts and Fiction on Silk Finishing".

**Bill Glover, Inc.**  
5204 Truman Road • Kansas City 27, Mo.



FINE ART carries its name motif throughout its store decorations, even to interior signs which are hung in picture frames

resulted in a 50 percent increase in tailoring business—one of the services plugged in the message. Other services, such as stain removal, have also benefited.

Here's how Fine Art's store merchandising idea came about:

When Hal Levey opened his store two years ago in a new shopping center he maintained a route in addition to his over-the-counter business. As time went on he figured that the route was more of a headache than an asset. Drivers changed frequently and greater advertising expenditures were necessary in promoting route business.

By recently eliminating the route Mr. Levey has achieved three things:

1. Eighty-five percent of Fine Art's former route customers now bring their garments into the store. Although some of them have expressed disappointment over not being serviced at home any longer, they apparently think enough of Fine Art's quality work to come in themselves.

2. Getting all the work over the counter has meant far better control over the business.

3. Elimination of the route has meant elimination of all the expenses

### Fine Art's PR Program Pays Off, Too

Fine Art Dry Cleaners, Hoboken, N. J., is one of the highest-priced drycleaners in its area. Its base price is \$1.25 for a suit, \$1.50 for a dress and \$2.50 for an overcoat. Yet it is one of the most popular drycleaning establishments in the vicinity. *Why?*

Fine Art recently disbanded its route operation because it was considered too costly. Yet 85 percent of its former route customers now bring their garments into the store. *Why?*

Chalk it up to a good public relations and sales promotion program on the part of owner Hal Levey. The principal theme is top-quality work and it is stressed two ways:

1. After 15 years in the dry-cleaning business—working for others and running his own business—Mr. Levey has learned what little flourishes can make a customer happy. He offers, as a matter of course, a number of special handling features that other cleaners may not want to bother with or for which they might impose extra

charges, such as rolling all jacket sleeves, turning pockets inside out before cleaning, brushing out cuffs before cleaning and doing minor repairs like taping cuffs, adding new pockets, belt loops, patches, etc. All are done without charge. Mr. Levey also displays a sign at his call counter which reads, "We are Responsible for Buttons," a refreshing departure in the drycleaning business.

2. Fine Art's ads stress stain removal, pointing out some 18 to 20 different stains that can be removed. Although many cleaners are equally adept at spotting, Fine Art's emphasis of this service has led many of its customers to believe that the firm specializes in stain removal. The ads also promote the fact that Fine Art specializes in cleaning the newest and most difficult synthetic fabrics.

Coupled with his efforts in the direction of quality and service, Mr. Levey has not overlooked other avenues of public relations in his community. The

local weekly newspaper, for example, runs a special department of announcements of births, deaths, illness and new arrivals in the area. Mr. Levey has followed this up each week by sending flowers and cards—as the situation warrants—to the families mentioned in the newspaper column. He's been doing this for the past two years.

In addition, he contributes to all charities and worthy causes and, being a member of the local Lion's Club, participates actively in its work. One of his current efforts includes the raising of funds for the Volunteer Ambulance Corp—a Lion's Club undertaking—in order to purchase a new ambulance for the town. A sign and money receptacle for this purpose are prominently displayed on Fine Art's call counter.

Lectures to civic organizations and women's groups are also in Mr. Levey's plans for the near future and he is now in the process of preparing talks for these occasions.

DOW



*evening gown by Ceil Chapman . . .  
cleaned (naturally) in DOW-PER*

you're served  
best  
when you  
insist on  
**DOW-PER**

Your cleaning operation benefits *most* when you get into the habit of thinking and ordering *not just "Perc"* . . . but DOW-PER®! No other perchloroethylene is *used in* as many synthetic drycleaning plants . . . no other solvent brings you the *extra benefits* you get with DOW-PER.

This *stabilized* solvent with the superior cleaning power is demanded by well-established synthetic plant owners . . . it's specified by alert businessmen who are now "making the switch" to the modern synthetic process.

Among the many DOW-PER features is its constant *availability*. DOW-PER is the *only* perchloroethylene made by a multi-plant producer . . . and Dow is one of the leading manufacturers and users of chlorine, a basic perchloroethylene ingredient.

*Extra benefits* come to you through association with DOW-PER's specialized distributors. Just a phone call to *your* interested distributor brings problem-solving *technical assistance* and other helpful services. Why not check your present solvent supply now . . . then be sure your *next* order calls for DOW-PER. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*you can depend on*

DOW SOLVENTS

DOW

involved in maintaining that route.

When Mr. Levey found himself with a routeman's uniform on his hands, he hit on the idea of the mechanical man. The figure was executed by a friend who is in the business of designing and building animated displays. The routeman's uniform, which was as good as new and expertly dry-cleaned by Fine Art, was draped over the dummy.

The routeman's cap is fastened to the figure's right hand, with the arm moving up and down continuously in a 90-degree arc. At the same time, the mechanical man keeps bowing slightly forward from the waist and then straightening up again. The over-all effect is quite novel and amusing and is particularly intriguing to the tots who accompany their mothers to the store.

#### He Talks, Too!

Coupled with the moving figure is the playing of a recorded 2½-minute message, heard over a loud speaker but seemingly coming from the lips of the dummy. Written by Hal Levey, the message was recorded by a local professional television announcer and is played on a recording machine controlled behind the call counter. Both

the record and the mechanical man are operated during the morning and late afternoon busy periods. They can also be set in motion by the counter girl when she sees customers coming in during other periods of the day.

The whole works cost \$400, with the mechanical man alone coming to \$365. Mr. Levey thinks it was well worth the expenditure. The dummy's outfit can be changed to conform with certain holidays and seasons throughout the year. At Christmas time, for instance, the routeman's uniform will be changed to a Santa Claus outfit to suit the season.

The recorded message, too, will be changed to conform to the seasons and will plug different services such as storage, slipcover and drapery cleaning, etc.

#### Displays Are Seasonal

Mr. Levey's in-the-store merchandising does not end with just the mechanical man and loud-speakered message. On the opposite side of the call office is another attractive display, at the time of our visit devoted to sprucing up one's wardrobe for the back-to-school movement. Providing a brisk, autumn feeling this display had a scarecrow standing among arti-

ficial leaves and grass behind a rustic-looking wooden fence. The wallpapered background featured a variety of school supplies, such as pen-and-ink sets, writing pads, rulers, books, globes, T-squares, triangles and compasses. At the left were three vertical cardboard rolls with the words "Design, Mathematics and Drafting" on them. Across the front of the display was the message, "Back to School all Clean and Bright." This setup cost \$60 to build.

#### Small Gifts Popular

This display is altered to fit the seasons. During Thanksgiving and Christmas, for instance, the scarecrow will be replaced by a tree with lollipops hanging from its branches. Children will be invited to pluck them off.

In addition to all the foregoing, Mr. Levey carries his merchandising one step further by occasionally handing out small gifts to his customers. Some Saturdays, for instance, he will present live carnations to his female customers.

Mr. Levey, no slouch at promotion, has apparently learned more about merchandising in two years than many drycleaners have learned in twenty. # #

it's a whale of a job \*



\* the "whiter-white" cleaning of the

## HOFFMAN *open pocket* JET

Because there are no partitions or dividers in the Hoffman H-Jet, this amazingly compact machine gives clothes a full drop inside the cylinder. Result—a faster cleaning cycle...a more thorough extraction of soil from every garment. Really clean drycleaning!

Write or call your distributor today. Learn about the unexpectedly low cost, the easy terms—up to five years to pay—and the generous allowance on your present equipment.



**U.S. HOFFMAN MACHINERY CORPORATION**

105 FOURTH AVENUE, NEW YORK 3, N. Y.



\* "Perc" UNITS for  
cold or "Dry-to-Dry"  
\* Petroleum WASHER-EXTRACTOR  
\* MANUAL or AUTOMATICS  
\* SINGLE or TWO-BATH



AT CONFERENCE like this Zenith's advertising program is projected for six months in advance. Participating are, left to right: R. K. (Bob) Bertucci, director of firm and superintendent of drycleaning production; James W. Huff, president of Huff Advertising Agency of Dallas; T. E. Milholland, president of Zenith; James F. Milholland, director and superintendent of laundry operations, and K. Bertucci, vice-president.

## How Planned Advertising Works

*Program projected for six months is  
flexible, controllable... and effective*

IN THE DECADE since Zenith Cleaners in Dallas, Texas, began using a projected advertising program, business has increased 500 percent.

The projected or planned advertising program was part of a general efficiency idea designed to bring about spot control of all operations. Executives at Zenith are convinced that this method is the only way to get the full value for their advertising dollar. Simply stated the plan works like this:

Three and a half percent of the anticipated gross business for the six-month periods beginning in January and July is set aside for advertising.

An advertising program for the six-month period is outlined, including the subject of the ads, the estimated cost, the size and the dates to be used.

At the end of three months, the program is reviewed and alterations made to suit conditions at the time.

The great advantage of the pro-

gram lies in the fact that the longer it is used, the more efficient it becomes, because the decisions are based on past experience.

The Zenith plan had its inception from ideas the president of the company, T. E. (Gene) Milholland, gained from his associations with the Varsity International Cleaners program.

The projected advertising plan is, by necessity, a trial-and-error method at its inception because it is based on results at specific times from specific advertisements. To overcome what might appear to be a major handicap, Mr. Milholland took three steps:

1. He used the general knowledge of the cleaning business which he and his associates had acquired during 30 years in the business.

2. He surveyed the known results of previous advertising used by the firm.

3. He studied (and still studies) advertising used by successful cleaners in other large cities.

Now, 10 years later, Zenith has a firm basis of precedent to draw on when the advertising conference is held several weeks before the beginning of each semiannual period.

These conferences extend over three days and are attended by Gene Milholland; K. Bertucci, vice-president and long a partner in the firm; James F. Milholland, a nephew, who is in charge of laundry production and is a director of the company; R. K. (Bob) Bertucci, also a director, who is in charge of drycleaning production, also by the firm's sales manager and a representative of its advertising agency. Each man has a loose-leaf notebook containing every ad run since the program began with a record of its pulling power.

The program for the coming six

# BIGGER *capacity*

*dries* **FASTER**



Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth... and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

**HUEBSCH MANUFACTURING CO.**

3775 N. HOLTON STREET  
MILWAUKEE 1, WISCONSIN

*Made by the world's largest manufacturer of open-end drying tumblers*

# **HUEBSCH "42"**

**OPEN-END TUMBLER**



PRESIDENT T. E. Milholland checks advertising costs in loose-leaf notebook against returns on the balance sheet

Zenith has been a Dallas institution since 1915 when K. Bertucci became a partner in a Main Street pressing shop called the Casino. T. E. Milholland bought a half-partnership in 1917.

A miserly government policy toward discharged veterans of World War I actually set the prosperity ball rolling for partners Milholland and Bertucci. Discharged veterans got only enough money to buy one civilian suit. The Main Street press shop set up a "barrel" system to take care of the lines of men who wanted this one suit pressed.

Things got to the point where it was necessary to set up a dry-cleaning plant in bigger quarters.

Gene Milholland went to Chicago to buy equipment. He admits today he knew so little about what he was buying that he also bought all the fittings which could have been fabricated in Dallas thus saving a big freight bill.

A small building was leased at 101 Carroll Street. This is still the location of the firm's main plant although the size has been increased a good 20 times. Further expansion is on the planning boards. What started out as a \$500 investment now has 15 routes, 8 stores and a cash-and-carry business that just about equals the route business. Where there were once only 5 employees the number now stands at 265.



SPECIAL-FOR-WEEK ad is carried on house side of 15 Zenith trucks so housewife can really see it. Special for previous week is advertised on street side of truck as part of one-week carry-over policy. Zenith executives say that results from a special do not actually gain top momentum until second week.

months is projected at these meetings. At the end of three months the results of the projection are reviewed and necessary alterations made.

The program is based on advertising one item for a week. Newspapers get approximately 65 percent of the budget, television gets 25 percent and 10 percent goes to radio. Both the TV and radio spots are daytime.

If the featured item one week happens to be leather cleaning and the next week it's a special on blankets, then a small carryover ad on leather cleaning will be carried with the blanket ad. Results have shown that the advertising doesn't gain its greatest momentum until the second week.

The only other medium besides newspapers, TV and radio are truck-side ads on the 15 routes in Dallas. The side of the truck nearest the house when the truck stops will carry an ad for the item featured that week and the street side of the truck carries the ad of the special for the previous week.

#### Measure of Effectiveness

How is the pulling power of the ad recorded?

Zenith works on an accounting-week basis of Thursday to Thursday. Each Monday morning all reports for the previous week on every item handled are on Gene Milholland's desk. It is a simple matter to compare sales on the item advertised against the advertising strategy.

However, it is not to be assumed that ads are arbitrarily judged by the cold process of setting down results. A bad guess on the weather, for instance, could have a devastating effect on the results and such factors must be taken into consideration. Consequently, when outside factors such as the elements are known to have affected the results of any given ad, a notation is made so that these factors can be considered when the next projection conference is held.

How are advertising expenditures controlled to conform with actual gross?

Because the estimated gross has been also projected on the basis of known economic factors, the margin for error is normally very small.

The cost of the advertising for any given month can be divided quickly by the gross revenue for the same month and the percentage spent for advertising determined.

Suppose this figure showed 2.87 percent for a three-month period. Then the advertising agency would compensate for the difference by increasing the ads to be run during the following three months.

The projected program is actually kept elastic by the very fact that it is outlined for such a long period in advance. For instance, suppose the schedule calls for a special on top-coats and it becomes apparent that the Dallas area is due for an unseasonably warm spell. The schedule can be transposed and the topcoat special campaign pushed back and one of the other specials moved up into its place.

The formal advertising program has a counterpart in a program of individual public relations. Two factors play a large role in getting and keeping customers:

1. Each of the 15 routemen carries an individual card for each customer. The card covers a year and is broken down into sections for each 52 weeks of the year. When the routeman makes his call he places in the section for that week the amount of drycleaning or laundry for each individual customer. If, as often happens in the summer time, a customer is out of town the notation "out" is placed in the section for that week. The route supervisors check the cards weekly to see if a customer has ceased to be active. If nothing appears for two or three weeks, then the supervisor makes a personal call on the customer to find out why.

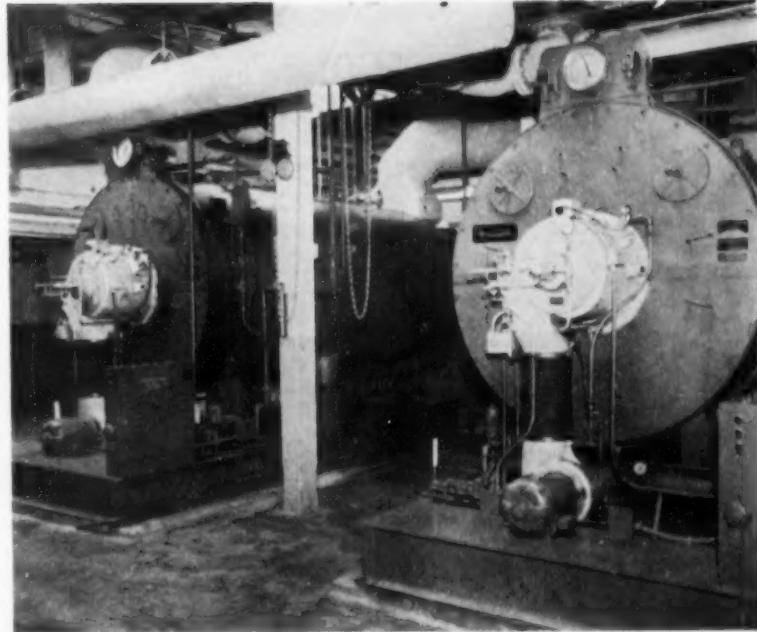
2. Heavy emphasis is placed on the matter of reducing the number of do-overs. Mr. Milholland stresses to both his supervisory and hourly employees the fact that it costs money to get customers and that this cost actually doubles when one is lost, because it erases the gain accomplished when a new customer is added to the list.

While the growth at Zenith has been solid since its start in 1915, its period of greatest progress came at the end of World War II with the adoption of the pinpoint accounting system and the projected advertising program.

The program includes the retaining of an industrial engineer, a specialist in the cleaning and laundry field, who helped set the firm in order and now checks semiannually on the progress.

T. E. Milholland and K. Bertucci, the original partners, have stepped down a couple of steps to permit nephew Jim Milholland and son Bob Bertucci a more active part in the management but they both keep a close check on the progress of the company.

And under the projected advertising plan this is not difficult. Both of these industry veterans have found the best method for getting the most out of their advertising dollar. # #



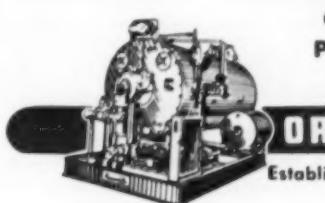
## *Powermasters* Save \$9,040 A Year By Cutting Steam Cost In Half

• These two 200 HP *Powermaster* Packaged Automatic Boilers are saving 50% of steam costs annually for a large clothing manufacturer, while providing hotter, drier steam for processing and heating.

Completely factory-assembled and fire-tested *Powermasters* have world-wide acceptance as dependable producers of low-cost steam or hot water. Now, you can get the cost-saving advantages of *Powermasters* in your plant or building on the O&S Pay-as-You-SAVE Purchase Plan that lets you pay for your new boiler out of its own savings. Here is why steam costs go down when *Powermasters* go in:

- ★ Low-cost, space-saving installation
- ★ Instant response to load changes
- ★ Quick fuel change-overs
- ★ Clean, dry steam
- ★ Fully automatic operating and safety controls
- ★ High fuel economy at all loads
- ★ Clean, quiet operation
- ★ Smokeless combustion
- ★ One source responsibility for complete unit
- ★ Nation-wide factory-trained representatives
- ★ Pay-as-You-SAVE Purchase Plan

Write for Bulletin 1220 and have a representative explain why it pays to modernize with *Powermaster*.



***Powermaster***  
PACKAGED AUTOMATIC BOILERS

In sizes to 500 HP, pressures to 250 psi.

**ORR & SEMBOWER, INC.**

Established 1885 • Morgantown Road, Reading, Pa.

## ASSOCIATION NOTES



CLARENCE PIERCE EXPLAINS assembly procedure to his group

**School for Employees:** The first "one-day opportunity school" for the employees of members of the California Drycleaners Association was held in Los Angeles, October 16, at the Washington Cleaners plant. Seventy-five registered for the training program organized by Clarence Pierce, formerly affiliated with the National Institute of Drycleaning and more re-

cently with Elite Cleaners in La Habra, California. Mr. Pierce was aided by local members of the association. Registrants heard hour-long lectures and demonstrations of office procedure by Mr. Pierce, wool finishing by Ed Dilly of Claybrook Cleaners in San Gabriel, and silk finishing by Sam Bevis of R. R. Street & Company Inc.

# #



AT PASADENA MEETING, at head table, left to right: Mrs. Schwarz, secretary of association; Mr. Schwarz; Mrs. Koundakjian; Mike Koundakjian, secretary-treasurer; J. Victor King, retiring president; Mrs. King; George Shepherd, executive secretary, California Drycleaners Association. In background local talent provides entertainment

**Local Meetings:** The October business meeting of the South Texas Cleaners & Dyers Association, Inc., was

held October 10. A report on the price situation showed that a majority of Southside plants and those on

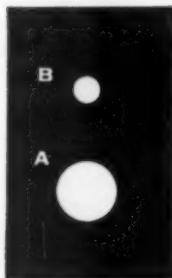
Broadway had raised their prices and indicated that the public was accepting the increases graciously. After a discussion of the general price situation, Orval Slater of the Slater-White plant spoke about business conditions today as they affect the drycleaner and laundryman and L. H. Friedman, the meeting's host, told about the drycleaning plant he operated in Europe during the occupation.

Forty-nine guests represented 11 drycleaning plants out of the 15 member plants at the annual banquet celebrating the fifth anniversary of the Pasadena Cleaners and Dyers Association of Retail Cleaners. J. Victor King, retiring president of the association, introduced the principal speaker, George Shepherd, executive secretary of the California Drycleaners Association. His talk centered on insurance problems and the future of the drycleaning industry in California. Alva G. Weber, Weber Cleaners in Pasadena, was elected president for the coming year.

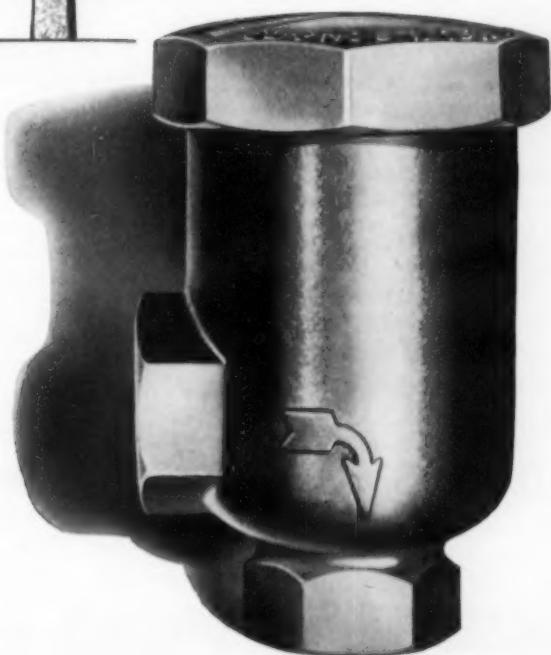
The September 14 meeting of the Essex County (Ontario) Cleaners Association, organized and led by R. J. Rivard, Ontario director of the Canadian Research Institute of Launderers and Cleaners, received high praise from W. S. Richardson, CRI president, and E. W. Finlayson, managing executive. The presentation included a general discussion of the industry, a 3-D colored-slide presentation of the Institute's facilities and additional slides showing actual damages which have been noted in the laboratory. Following this was a discussion of utilization of the new plant layout kit available to members and a general discussion of unserviceable textiles, of which actual samples were passed around to those in attendance.

Several division meetings of the Dry Cleaners Institute (Ontario) Limited have been held recently. On October 17 the Mid-Western Division met and discussed its television program and other business matters. On this same date John Dillon spoke to the Paris Branch of the Canadian Association of Consumers. The Niagara District Division heard Jack Snitzer of Century Cleaners speak on Fabrics at its October 25 meeting. The newly formed Simcoe Division met on October 27 under the chair-

# TALK ABOUT Capacity



Discharge orifice of 1" NICHOLSON trap (A) compared with other types of same size (B). Nicholson's greater—in every size!



Compare capacity of a Nicholson Steam Trap with any other trap of same size. Greater capacity—right across the board—means Nicholson Industrial Traps discharge condensate and air from steam lines and process equipment *faster, more effectively*. In toughest cleaning and pressing service, Nicholson's pay off 4 ways:

- lower initial cost—more for the money
- less upkeep expense—minor maintenance
- faster warmup—high, even temperatures
- faster production—increased 20% to 30%

Where performance counts, specify Nicholson. Write for *Catalog 953*.



*W.H. NICHOLSON and Company*  
TRAPS • VALVES • FLOATS • METAL PARTITIONS

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 58 PRINCIPAL CITIES

manship of Joe Spiker of Stayner. President Bert Ellis was in attendance.

# #

**Credit Union Formed:** At the October 5 meeting of the Maryland Dry-cleaners Guild, members agreed to establish a credit union. For a fee of 25 cents MDG members can join the credit union and avail themselves of a way to invest and borrow money. Shares can be bought for \$5 each. Membership in the credit union allows a loan up to \$400 on signature alone and larger sums based on amount of collateral furnished. Interest on loans is one percent per month on the unpaid balance as contrasted with the usual small loan company's 3 1/2 percent per month.

# #

**New Associations:** Dry Cleaners Institute (Ontario) Limited has announced the October 3 organization of the Simcoe Division to cover all cleaning operations within 40 miles of Barrie, Ont. Nine plants were represented. Chairman of the division is Joseph Spiker, Georgian Cleaners, Stayner, the secretary-treasurer is P. A. Sinclair, Nu-Service, Barrie, and the executives are W. McMillan, McMillan's Cleaners, Gravenhurst;

A. I. Merchant, French Cleaners, Midland, and F. Lee of Champlain Cleaners, Orillia. Meetings will be held once a month.

Meeting for the second time in two months, a group of 17 Raleigh, N. C., plantowners formed a local association and elected Louis Woodward of Oak City Laundry to head the group. Emil Hilker of Hilker Bros. Cleaners is secretary. The meetings will be primarily social and informal.

A Slaton Dry Cleaning Association was formed at a meeting on September 14 in Slaton, Tex. Its purpose is to study better drycleaning methods and discuss problems of drycleaning in an effort to give customers better service. Organization officers elected at the meeting are Melvin Abernathy, president; O. Z. Ball, vice-president, and Paul Melton, secretary.

# #

**Local Elections:** Elections have been held at several recent division meetings of the Dry Cleaners Institute (Ontario) Limited. At the meeting of the Mid-Western Division on September 12, Earl Uttley of Kitchener was reelected chairman. Bob Parker, Jr., of Peterborough was elected chairman at the October 4 meeting of the Kawartha Division. At the meeting of the Quinte Division on October 5,

Bill Lynch of Belleville was elected chairman. The last meeting of the Sarnia Division elected Jack Lewis of Sarnia as chairman.

The Lakeshore Division, the 1954-1955 Banner Division, elected Joe Puskas of Pickwick Cleaners as chairman. Secretary-treasurer is Alex Shestowsky and executive committee members are Alun Jones of Whitby Cleaners and E. J. Hancock of Motor City Cleaners. The Hamilton Division met at the Fischer Hotel on October 24 and reelected its present chairman, Herb Bowes. Secretary is Al Wright and treasurer is Lou Johnson.

Homer L. Clark of Ontario, Calif., was recently elected president of the West End (Calif.) Dry Cleaners Association. Tom Pittenger of Upland was named vice-president and Ova Schilling of Ontario was elected secretary.

Joseph C. Brainerd was elected president of the Dry Cleaners Guild of Columbus at the annual meeting of the board of trustees. Other officers named were Donald Callander, vice-president; Paul Wiggins, secretary; George Pierce, treasurer, and C. C. Loudenslager and Edward Bowers, trustees. C. A. Burget and F. W. Grover are holdover trustees, and Nancy A. Davis of the Ohio State Association of Cleaners and Dyers continues as recording secretary.

## N.I.D. NEWS



**Convention Planning:** A meeting was held in Dallas, Texas, recently to outline plans for the 1956 NID convention scheduled for March 1-4 in Dallas.

Planners pictured are, left to right, first row: T. E. Milholland, president of Zenith Cleaners and Launderers, Dallas, and past president of the NID; Max E. Peck, sales manager,

Statler-Hilton Hotel, Dallas; N. J. Berg, managing executive of the NID. Back row, left to right: Z. E. Black, Dallas Chamber of Commerce; Ligon Smith, sales manager, Baker Hotel, Dallas; Louis F. Evans, sales manager, Adolphus Hotel, Dallas, and Stanley Brown, Jack Morton Enterprises, Washington, D. C., who will furnish entertainers for the convention.

Mr. Milholland is convention general chairman.

# #

**New Literature:** Issued recently by the NID, *Fabric-Fashions*. Bulletin FF-13 describes methods of handling and drycleaning woven fleece coats of Orlon. Technical bulletin T-345 reports the NID investigation of the removal of sugar from wool in a charged system.

PRODUCE A WONDERFUL

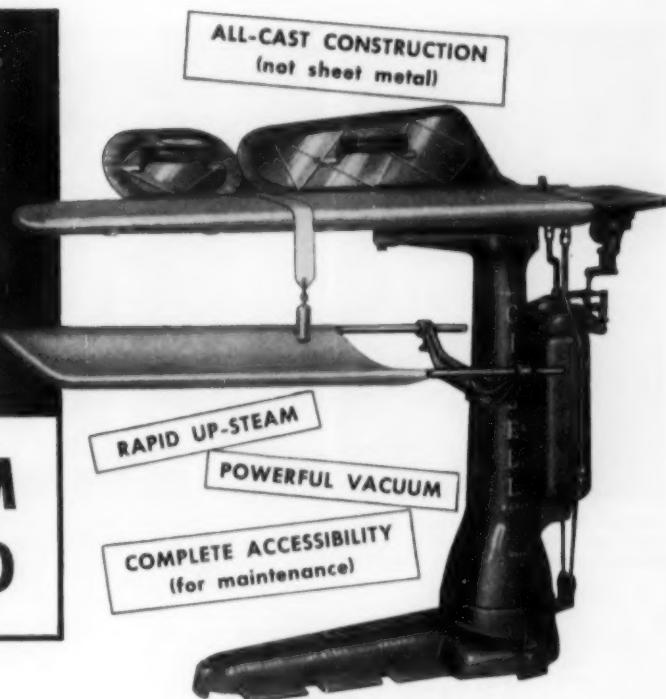
*Soft*  
FINISH

**CISSELL STEAM  
FINISHING BOARD**



Here is basic equipment in your finishing department. The Cissell Steam-Finishing Board eliminates the use of a press in all silk finishing. Your finishing will be done **WITH EASE** . . . without pressure.

You'll use this unit for fast, beautiful skirt finishing—for plain, fancy and flat-pleated skirts . . . for blocking sweaters, scarfs and knitwear, for steaming high-pile fabrics, for finishing all fabrics **WITHOUT SHINE** . . . for touching-up hem lines on crepe and silk dresses with aid of pleat setter, for eliminating



all seam marks. You'll like the way corduroy skirts, ties, draperies, blankets, spreads, and many miscellaneous items are finished. You'll note the absence of any nap pressed into garments. You'll get a **SOFT FINISH**. Illustrated at left: Cissell Steam Finishing Board equipped with a Cissell Low-Boy Steam Electric Iron with Electric Thumb Switch, Water-Spray Gun and Condenser.

W. M. CISSELL MANUFACTURING CO., INC.—LOUISVILLE 1, KY. Pacific Coast Office: 4823 W. Jefferson Blvd.—Los Angeles. Foreign Distributors write Export Dept.—Cable Code "CISSELL".

# CISSELL

*Consult Your Jobber*





CAUGHT IN REFLECTIVE MOOD, Val E. Dayton (left), Amityville, interim president of New York association, scans gathering listening to address by Richard V. Whalen (right), executive secretary, at the Cooperstown conference.

## New York Fall Conference

THE 1955 FALL CONFERENCE of the New York State Launderers & Cleaners Association was held in Cooperstown September 30 to October 2. Some 200 persons traveled to the picturesque birthplace of baseball during World Series time and thus were immediately exposed to the convention aim: "Keeping pace with the new while checking the old."

The Friday-night "Young Management Forum" featured six plant managers from the Mohawk Valley District and the Southern Tier District. This group included Willis B. Daily, Jr., Oneonta Family Laundry, Oneonta; Robert Costello, Lincoln Laundry, Utica; Samuel De Luca and Edward Hoffman, Custard & Kistler Laundry and Dry Cleaning, Elmira; John L. Skelton, Loohn's Cleaners & Launderers, Hornell, and Moderator Donald S. Hall, Star Palace Laundry, Rochester.

Bill Daily's topic, "Personalized Bundle Inserts," gave prominence to the problems of the routemen and one method of giving them assistance. To assure readership, weekly special bargains are offered only to those customers who return a signed insert.

"Mike" Costello spoke on the success and problems of "Family Laundry

dry Service Sold by Contract." He stated they were easy to sell and more business resulted.

Samuel De Luca discussed the advantages of "Air Presses" which were purchased to facilitate the training of C & K's employees.

Ed Hoffman cited the value of "Mechanical Ventilation," an effective and economical method of spot cooling which helped improve working conditions at his plant.

John L. Skelton showed how "The Pre-Addressed Laundry Ticket" eliminates waste while giving the routemen a permanent customer control file.

### Question-and-Answer Session

A lively question-and-answer period followed the forum and preceded an address by Stan Sheppard, field representative for the American Institute of Laundering. Stan highlighted the current business trends.

The second portion of the Friday night program included remarks by G. E. Knowlton, Binghamton; Jac Lovell, of the Safety Management Company, New York City, and Richard V. Whalen. This session was presided over by Val E. Dayton, Amityville Laundry, Amityville.

The dynamic Victor D. Oakley,

Val Dayton was named to the presidency of the New York State Launderers & Cleaners Association to fill the term of ailing president Robert M. Smith, Monroe Laundry, Monroe.

In accepting, Val resumes a position he relinquished only last April. He will serve until the next election, scheduled for the 1956 convention in Albany.

sales consultant to the Sta-Nu Corporation, highlighted the Saturday-morning program. Mr. Oakley emphasized the need for more aggressive sales promotion, consistent advertising and sound management.

John C. Newell, Jr., director of public relations, Folding Paper Box Association, discussed "Packaging for Profit," stressing the value in packaging to suit the taste of women and packaging to identify the plant.

Miss Betty Best, the personable TV attraction for the Professional Laundry Foundation and the industry, too, made her first upstate New York appearance at the convention. Leonard Shorr of the Feigenbaum & Wermen Advertising Agency handling the Betty Best campaign described the results of the promotion.

The Saturday-evening banquet guest of honor was Donald L. O'Toole, deputy commissioner, New York State Department of Commerce. Other speakers included Victor D. Dalgoutte, Briarcliff Manor Laundry, AIL director for New York State; Morris Landau, president, Laundry & Cleaners Allied Trades Association, Brooklyn, and Fred W. McBrien, Holland Laundry, Philadelphia.

### Entertainment Program

Dancing followed, with music furnished by Ted Stevens and his Orchestra.

The conference also included many special events, such as an outdoor Bar-B-Que on September 29 for the early arrivals, committee meetings, ladies' card parties, a motion picture, shuffleboard contests, tours of the baseball "Hall of Fame," the Fenimore House and the Farmer's Museum, and a golf tournament for the men and the ladies.

The golf tournament chairman was Leo B. Ahern, Prince Cleaners & Laundry, Ilion, assisted by Paul T. Huguenin, New System Laundry & Drycleaning, Rome; E. L. Davies, Cowles Chemical Co., Warsaw, and William R. Atwood, Frontier Alkali, Buffalo.—Roger Ganem

## this low cost solvent cooler

keeps customers  
and fattens profits



To keep your customers coming back, to get the "good word" passed around, to make every job a profit-job . . . *this low-cost Ross Solvent Cooler can work wonders for you!*

Small, compact and easy-to-hook up, it is one of the *simplest* ways to assure top cleaning quality . . . one of the *surest* ways to keep present customers sold and encourage new business. Solvent temperatures won't get out of hand to cause color bleeding, discoloration, difficult spot removal, shrinkage, relaxation, "felting", stubborn wrinkles, breaks, ruined sizing and dressings . . . wasteful evaporation, plugged filters, pressure troubles.

Protecting your time, your money and your reputation, this rugged, all copper-alloy unit is an insurance investment that can't be

beat, for it *eliminates the risk*. You never need to worry about overheated solvents wiping out your profits with damaged garments, lost working hours . . . sickening fumes that sap the strength of your workers . . . disastrous fire and explosion. Ross Coolers keep solvents at the safest and best cleaning temperatures.

Make sure you receive the complete story without delay. Mail the coupon below or call your equipment distributor today.

### KEWANEE-ROSS CORPORATION

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION  
1469 WEST AVENUE • BUFFALO 13, N. Y.  
In Canada: Kewanee-Ross of Canada Limited, Toronto 5, Ont.



**SOLVENT  
COOLERS**

KEWANEE-ROSS CORPORATION • 1469 West Ave., Buffalo 13, N. Y.  
Rush literature and prices on your solvent cooler at no obligation to me.

Name  Title

Company

Address

City  Zone  State



NEW OHIO officers, left to right, seated: C. C. Loudenslager, J. W. Hilz, Donald E. Strater, Charles B. Truxal. Back row: Trustees R. E. Smith, A. O. Fligor, A. L. Miller, T. R. Read, and retiring president Carlton F. Schwan, Port Clinton

## Ohio Holds Forty-First Meeting

OVER 350 MEMBERS of the Ohio State Association of Cleaners and Dyers held their forty-first annual convention in Cincinnati on October 21-23.

Welcoming the delegates on Friday evening was the Honorable Carl W. Rich, mayor of Cincinnati, followed by Edward Wimmer, vice-president, National Federation of Independent Business. Noel Grady of Bishop David Freeman Company spoke on "The Finishing of Synthetics." G. A. Daleke, vice-president of Lusterway Sales Co., advocated the return to old-fashioned selling as a means of building volume in his address entitled, "Selling Isn't Dead—Sales Management Is."

The next morning started off with films and a speech by Paul Jacobsen, Wallerstein Co., on "A New Idea in the Use of Digesters—Spotting in the Wheel." He was followed by David M. Mothrop, executive vice-president, Northwestern Ohio Industrial Council, who discussed the need for "Stout-Hearted Men." Keynote speaker of the morning session was Stephan A. Douglas, director of sales and advertising, The Kroger Co. His speech on "Selling the Great American Public"

showed that through counsel, service and skill the drycleaner's big job is to understand and take care of customer wants better than the competition.

Business meetings were scheduled for Saturday afternoon and arrangements were made for the ladies to attend a performance of Cinerama. Donald J. Overly, vice-president, Frank Gates Service Co., spoke of 1955 as being a "Year of Change"; various tax problems were presented by Lawrence R. Bloomenthal, Cleveland attorney, and E. K. Bispham of Du Pont's product information department concluded the afternoon session with an interesting talk on "Your Life and Man-Made Fibers."

The banquet on Saturday evening, attended by 467 persons, was followed by a floor show and singing with dancing later in the evening.

After a Sunday-morning coffee session activities got under way with a speech by Will R. Downing, manager, Drycleaning Products, Pennsylvania Salt Manufacturing Co., on "The Need for Detergents in Drycleaning." "Who Keeps You in Business?" was the question asked by William L.

Browne, director of public relations, National Institute of Drycleaning, who stressed the point that public relations is public service and that goodwill with your customer has cash value just as much as any physical equipment in a plant. It won't deteriorate but will only increase in value.

Before the convention adjourned committee reports were made and a general business discussion was held.

Newly elected officers are: president, Donald E. Strater, Strater Cleaners, Toledo; vice-president, J. W. Hilz, Certified Dry Cleaning, Hamilton; C. C. Loudenslager, Columbus Lace, Columbus, reelected treasurer, and Charles B. Truxal, permanent secretary of the Association.

The board of trustees includes: former president Carlton F. Schwan, Swan Cleaners, Port Clinton; Randall Creed, Creed the Cleaner, Struthers; Richard Rife, Harbough Cleaners, Dover; R. E. Smith, Buckeye-Lang, Columbus; A. O. Fligor, Langs Dry Cleaning, Chillicothe; A. L. Miller, V. Miller Cleaning, Cleveland; T. R. Read, Read-Benzol, Akron.

—Harry Yeates

## New Jersey Sales Meeting

THE NEW JERSEY Institute of Laundering and Dry Cleaning held a route salesmen's contest kick-off meeting at the Essex House, Newark, October 14. The appearance of both Betty Bests highlighted the session, which attracted some 200 persons

who braved heavy winds and rain. The two personable emissaries of the industry, under the sponsorship of the Professional Laundry Foundation, Inc., presented four commercials used on their Philadelphia and New York TV programs.

Other guests included William McBrien, Holland Laundry, Philadelphia; Richard Willis of WRCA-TV, New York; Robert McGrady, general sales manager, WCAU-TV, Philadelphia, and Leonard Schorr of the Feig-enbaum and Wermen Advertising

# Star of the Month

JANE RUSSELL

Starring In

"GENTLEMEN MARRY BRUNETTES"

Cinemascope - Color By Technicolor  
Released Thru United Artists

**RELIABLE**  
**FURS**  
Look New  
Again  
With  
**RELIABLE**  
**FUR CLEANING**  
and  
**FUR STORAGE**



A Reliable Fur Storage Vault is money in the bank! For sheer earning power, no other service produces as much profit per square foot of space. Economical Reliable Fur Storage Vaults are preferred across the nation because the brilliant engineering advances guarantee absolute protection against moth damage, mildew, stale air and high temperatures. An investment that pays for itself in one season.

Be a leader in your community with fur storage...let us plan for you now. No cost or obligation.

**"You can Rely on Reliable"**  
Write direct or consult your Jobber Today!

**RELIABLE**

**RELIABLE MACHINE WORKS, INC.**  
231 Eagle St., Brooklyn 22, N. Y.

231 EAGLE ST., BROOKLYN 22, N. Y.

**RELIABLE MACHINE WORKS, INC.**

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: Please send me Free details and literature on Fur Storage Vault and Fur Cleaning Equipment.

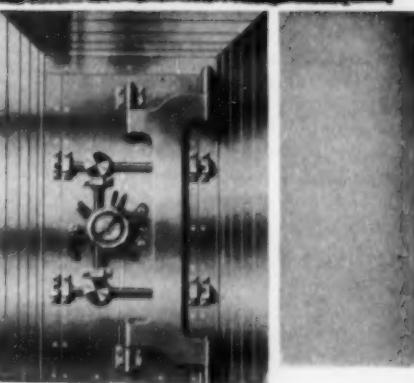
Firm Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Jobber's Name \_\_\_\_\_



Zone \_\_\_\_\_ State \_\_\_\_\_

Agency handling the Betty Best campaign. Harold Bucklew, president of the New Jersey association, presided.

The meeting opened with the showing of a movie titled, "Progress, 1975." Mr. McGrady, Mr. Willis and Mr. Schorr described the Betty Best campaigns and the popularity of the promotion in the two cities.

Mr. McBrien, who said his plant is 11,000 shirts better since becoming a Betty Best laundry June 1 as compared to a similar 1954 period, explained the routemen's contest rules.

The awarding of numerous door prizes preceded adjournment.

—Roger Ganem



SURVEY FINDINGS of percentage of people using professional laundry service (10.8 percent) get mixed reaction at Newark

## Pennsylvanians Acclaim Round Table

CONCLUSIVE PROOF that "no one walks out on his own speech" was presented at the forty-fourth annual meeting of the Pennsylvania Association of Dyers and Cleaners, held at Reading October 27 to 29.

The 78 plantowners and allied tradesmen who participated in the unique round-table discussion that opened the convention proper Friday found the idea so stimulating that not a single person left the room. It was an innovation to be on the firing line.

Scheduled at the beginning of the convention, the round table presented a golden opportunity for everyone to meet one another early. Newcomers were able to talk to successful leaders in the industry, allied tradesmen were able to help plantowners without fear of suspect motives, and those with problems found associates who listened intently and advised accordingly.

The all-day session was efficiently moderated by G. W. "Bill" Boyd, sales manager, Sanitone Division, Emery Industries. Francis H. Wilkinson, Model Cleaning & Dyeing Company,

Reading, was chairman. Silver dollars were given to those who arrived on time, and \$78 in coins were presented!

They came early and stayed to the end in discussing seven key problems of the industry. The reports of each of 12 tables were presented to Moderator Boyd for summarization and comment. The questions were:

1. What is the effect of selling price on drycleaning volume?
2. What effect has service on drycleaning volume?
3. What can be done to raise the position of the drycleaning industry on the ladder of labor competition?
4. What should be looked for when hiring route sales personnel?
5. What should be looked for when hiring store personnel?
6. How should we train sales personnel?
7. What is the best wage-rate method for drycleaning?

Moderator Boyd diagnosed the findings of the group to indicate that the majority were against price cutting, that 3- to 4-hour service seemed ideal

(so long as quality was not impaired), and that if competitors were more co-operative, the position of the industry would be raised.

It was also determined that incentives for employees would be easier to control than piecework benefits, and that the use of handicapped and part-time personnel in the store has proved worth while.

The Saturday programs featured two well-known industry speakers, Victor D. Oakley, director of education, Sta-Nu Corporation, and Noel L. Cooperider, sales training manager, Butler Manufacturing Company. Mr. Oakley, in his talk on "Management and Sales Responsibilities," contended that the difference between success and failure was not skill but attitude. He also stressed "viewpointing," or seeing the employees through their eyes. "Do something extra for your personnel, and they will do likewise for you."

Mr. Cooperider stated that while the drycleaning business can nearly boast the fewest number of failures, it



TWO HEADS with but one thought. Noel L. Cooperider and Victor Oakley agree successful merchandising requires timely advertising and salesmanship. They were main speakers at PADC convention



GOOD LUCK. Jack Norris (left), new president of PADC, receives congratulations of outgoing proxy Clyde Peabody (right) as E. Gates Shull, the group's treasurer, looks on

**YOU HAVE A NEED -**

**INFILCO**

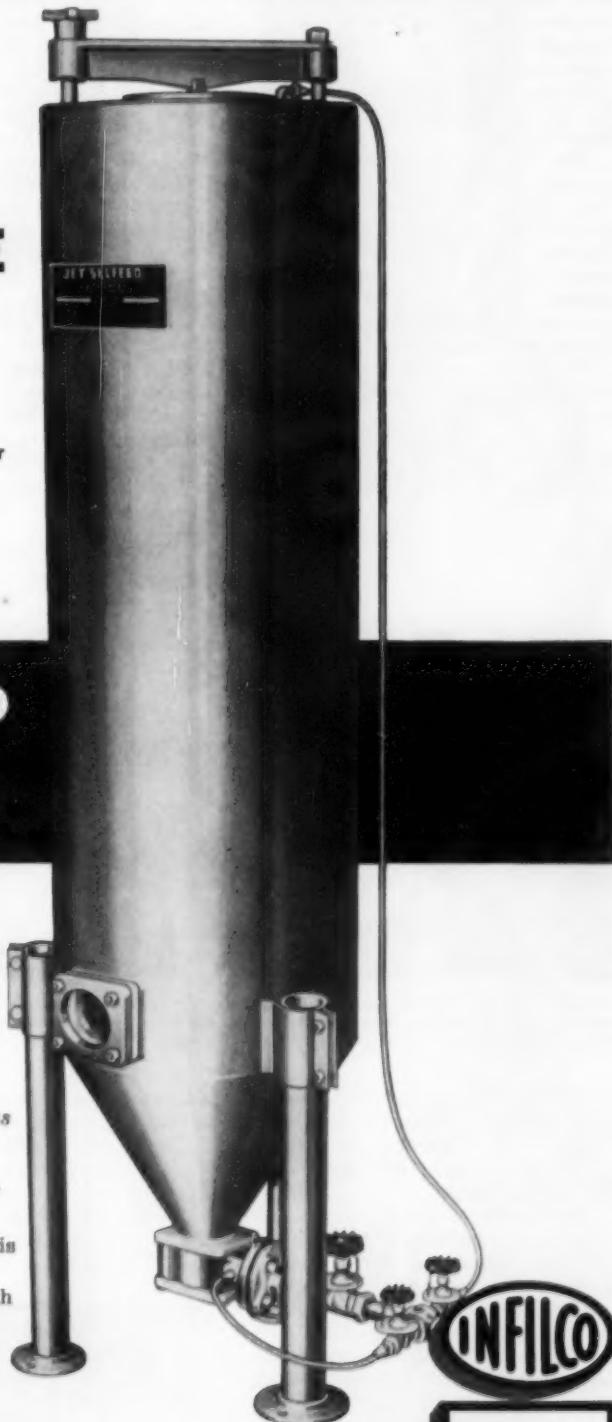
**HAS THE**

**ANSWER!**

Think about the difficulty, the time, the mess of filtering your solvent. Ever consider how much the loss of materials and time is eating into your profits? Probably plenty! You can stop those losses now by installing the amazing new

**JET SELFEED**  
[Trade Mark]  
**Dispenser**

Since its announcement, the "JET SELFEED" Dispenser has been enthusiastically acclaimed by the cleaning industry as the economical answer to the problem of adding powders and sweeteners to solvent-filters without loss of materials or plant operation time. *Fully automatic*, this equipment permits controlled and *continuous* feeding of filter aid and activated carbon in the correct amounts. Over and under powdering is eliminated. The "JET SELFEED" Dispenser cuts 80% of filter scraping, backwashing and precoating. Your solvent is kept cleaner and sweeter, and you save money! Investigate the savings possible with the new "JET SELFEED" Dispenser in your plant. Write for complete information.



**INFILCO INC.**

914 South Campbell Ave., Tucson, Arizona  
 Field offices in principal cities in North America 6616

A new name in  
 the dry cleaning  
 industry but a  
 leader in  
 filtration for  
 more than  
 50 years.

needs more creative thinking, and more imagination in its classified advertising. His talk on "Selling Service" incorporated the use of slides. He encouraged fast service. "The quicker you clean and deliver the garments, the quicker they get dirty and are returned to you."

The convention was unofficially opened Thursday evening with an "Annual Get Together Party," after an afternoon of golf at the Reading Country Club. The meeting was formally opened Friday with a short address by Reading's Mayor James Bamford, who encouraged businessmen's participation in politics.

PADC's forty-fourth convention will go down in memory as one in which everyone participated in everything—except for one portion of the Saturday-night show during which they were content to sit back and watch—12

lively dancing girls in a French revue.

Meyer Mednick served as chairman of the Saturday banquet, show and dancing, and Garry Hoover was master of ceremonies. During the banquet luggage was presented to outgoing president Clyde W. Peabody, and a briefcase to Executive Secretary W. J. Mooney, for services rendered.

The convention committee included General Chairman Richard S. Yorgy, Yorgy's Cleaners & Dyers, Reading; George Derbes, Derbes Cleaners, Pottsville; Charles P. Freyman, The Only Cleaners, Allentown; Frank F. Filling, Jr., Filling's, Lancaster; Garry Hoover, Sr., Lancaster Laundry, Lancaster; Samuel Kelchner, Kelchner Cleaners, Kutztown; Meyer Mednick, Peak Cleaners, Philadelphia; Sooren Perry, Spic & Span Cleaners, Philadelphia; George H. Post, Post's Cleaners & Dyers, Pottsville, and F. M. Wilk-

inson, Model Cleaners, Reading. The allied trades were represented by R. W. Eaken, Inc., Leesport.

Heading the ladies' committee was Mrs. Hazel Yorgy, Reading, assisted by Mrs. Jean Wilkinson, Wyomissing; Mrs. Mary Ellen Orris, York; Mrs. Clyde W. Peabody, Greenville, and Mrs. E. Gates Shull, Jr., York. The ladies were treated to golf, cards, a tour of the countryside, a visit to the world's largest pretzel bakery and to Pennsylvania Dutch farmer markets.

New officers elected at the meeting include Jack Norris, Jr., Clearfield, chosen president to succeed Clyde W. Peabody, and sectional vice-presidents Sooren Perry, Philadelphia; Joseph E. Beck, Sunbury; Edmond Lavoie, Erie; Anthony Cuda, Pittsburgh, and Frank F. Filling, Jr., Lancaster. E. Gates Shull, Jr., York, was reelected treasurer.—Roger Ganem

## Two-Part Meeting in Boston



NEWLY ELECTED officers of Massachusetts group are introduced by Max Glickman, oldest past president, at microphone. Left to right, they are: Alfred Davidow, treasurer; Haig Takorian, second vice-president; Ted Arakelian, sergeant-at-arms; F. X. Stone, recording secretary; Ralph Rosenfield, president; Leon Greene, first vice-president; Morris Rissman, third vice-president; and E. K. Henderson, executive secretary.

TWO SEPARATE SESSIONS were conducted at the ninth annual convention of the Cleansing Plant Owners of Massachusetts, held at the Statler Hotel in Boston.

On October 21 and 22 short courses in spotting were covered by John Ireland and Jud Randlett of the National Institute of Drycleaning. Classes were attended by 70 plantowners, supervisors and production people. In addition to lectures, actual demonstrations were presented, using spotting equipment.

Coincident to the spotting course, the regular sessions began the afternoon of October 22. George G. Taddei of the Dow Chemical Company opened the program with a discussion of perchlorethylene solvent and its characteristics.

Robert Ross of R. R. Street & Company Inc. followed with a talk on

salesmanship and its important place in 1956 planning. Ralph Chubb of E. I. du Pont de Nemours & Company, Inc., next explained man-made fibers. He discussed Orlon and Dacron and their place in the textile field.

The afternoon session closed with a panel discussion on raising dryclean-

ing prices at the present time. F. E. "Ted" Bowers, an NID director and owner of Parisian Cleaners, Lynn, Mass., served as moderator. Panel members were John Carruthers of John Carruthers & Company, Max Glickman of Bancroft Cleaners, Brookline, Mass., Royal Dion of Dion Cleaners,



SHORT COURSE in spotting featured actual demonstrations on spotting equipment. Above, Jud Randlett of NID conducts question-and-answer period. Two full days more than paid for course, according to enthusiastic plantowners.

# OVER 2000 SEC OWNERS ARE OUR BIGGEST ENDORSERS!

2000 Individually Engineered Installations  
Servicing the Largest Laundry in the World  
to the Smallest Neighborhood Dry Cleaner!

The Right Capacity For Every Size Shop

**MODEL BJ**

Cleans 30 lbs. per load

**MODEL CJ**

Cleans 20 lbs. per load

Over 2000 SEC installations! Over 2000 SEC owners—and every one making more profits than ever! Millions and millions of pounds of really clean clothes! Figures that prove the SEC Super Versatile Vertical Synthetic Dry Cleaning System the top-performing dry cleaning system ever!

**Now check these 5 exclusive features:**

- 1—the world's only vertical synthetic dry cleaning washer-extractor unit!
- 2—the world's most efficient washing action—exclusive "turbulent-agitation" keeps clothes 100% submerged at all times.
- 3—the world's most reliable filter—tubular type construction not affected by moisture or soaps.
- 4—the world's leading versatile reclainer and still—recovers over 95% of solvent from the sludge of the filter; distills solvent up to 60 gallons per hour.
- 5—the world's most modern, efficient electronic controls—select your cleaning cycle, push the button and just walk away...that's all!

**AND NOW!**

For the very first time you can have all these fabulous features including amazing "turbulent-agitation"—in a SEC Super Versatile Vertical Synthetic Dry Cleaning System engineered specifically for your individual requirements whatever they may be.

Because of SEC's amazing growth in such a short time—we may have been unable to service your area. If you are interested in joining the distributor team—contact SEC



A SUBSIDIARY OF  
**GPE**  
GENERAL  
PRECISION  
EQUIPMENT  
CORPORATION



Phone, wire, write the distributor in your area today—or contact  
**CLEANING SYSTEMS**  
SEC-O-MATIC NATIONAL DISTRIBUTOR, Carl Blackman, 150 Pine St., Montclair, N.J.

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The Right Capacity For Every Size Shop

**MODEL BJ**

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Cleans 20 lbs. per load

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- 2—the world's most efficient washing action—exclusive "turbulent-agitation" keeps clothes 100% submerged at all times.
- 3—the world's most reliable filter—tubular type construction not affected by moisture or soaps.
- 4—the world's leading versatile reclaimer and still—recovers over 95% of solvent from the sludge of the filter; distills solvent up to 60 gallons per hour.
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Because of SEC's amazing growth in such a short time—we may have been unable to service your area. If you are interested in joining the distributor team—contact SEC



A SUBSIDIARY OF  
**GPE**  
GENERAL  
PRECISION  
EQUIPMENT  
CORPORATION



SEC-O-MATIC NATIONAL DISTRIBUTOR, Carl Blackman, 150 Pine St., Montclair, N.J.

Phone, wire, write the distributor in your area today—or contact

**CLEANING SYSTEMS**

Nashua, N. H., and Morris Rissman of Black and White Cleaners, Dorchester, Mass.

A get-together cocktail party that evening was followed by the annual banquet and entertainment, including dancing. Steve Uchman, a Dale Carnegie instructor, addressed the group on "Ships to Happiness."

Sunday morning, October 23, opened with another panel discussion. Customer reaction was given to the

drycleaners by a consumer group, moderated by Miss Louise Morgan of radio station WNAC.

Noel Grady of Bishop David Freeman Company next talked about "Fabric Finishing," explaining the importance of controlled temperatures when finishing synthetic fabrics.

Luncheon followed, during which a talk was presented by G. A. "Jerry" Daleke, sales consultant and engineer.

The convention closed that after-

noon with a business meeting for the members of the association. Newly elected officers are Ralph Rosenfield, president; Leo Greene, first vice-president; Haig Takorian, second vice-president, and Morris Rissman, third vice-president. Alfred Davidow was elected treasurer, Ernest Henderson executive secretary, Frank Stone recording secretary, and Ted Arakelian was appointed sergeant-at-arms.

—Art Schuelke

## 100 Attend Kentucky Meeting

AT THE ANNUAL convention of the Kentucky Laundry and Cleaners Association, held October 28-29 in Lexington, J. E. Osborne of Louisville was elected president to succeed Walter Boone of Elizabethtown. The convention also elected three vice-presidents: Virgil Watson, Ashland; L. R. Morgan, Hopkinsville, and R. Bush Nichols, Danville.

Members of the new board of directors are C. R. McGaughy, Lexington; Walter Boone; William Logan, Shelbyville; John Smith, Richmond; Waldo Kammon, Corbin; J. H. Laval, Lexington; Tabs Rogers, Frankfort; O. R. Boone, Murray; Lloyd Meyer, Bardstown, and C. A. Goodman, Glasgow.

The principal speaker at the convention was Dr. Frank Goodwin, professor of marketing at the University of Florida's College of Business Administration. Dr. Goodwin's address followed a banquet held at the convention's only night session.

The Florida educator listed for the delegates several precautions they must observe in their contacts with the buying public, including: Remember that the other fellow has prefer-

ences; speak the language he understands, or he will be embarrassed and alienated; be sure to give the individual sufficient information so that he may decide for himself; make him a part of the act, not an outsider.

Another convention speaker, William Mercer, sales and advertising manager of the American Institute of Laundering, drew a parallel between the production department, and the sales and advertising phase of successful operations. He stressed the importance of scientific and realistic methods in production as well as in sales and advertising.

Don Campbell, Lebanon, lumber dealer, discussed current business problems. He warned against the danger of looking for an easy way out of the tough, competitive market.

New trends in laundry and dry-cleaning operations were outlined by W. A. Pellerin of the Pellerin Milnor Corporation. He emphasized the importance of quick service, easily understood price listings and an understanding of what the customer wants. He suggested locating outlets to provide for more one-stop service for the customer's needs.

William B. White, director of industrial relations for the National Institute of Drycleaning, spoke on the problems of cost control in plant operations. He pointed out that, according to U. S. Department of Commerce figures, drycleaners are now paying 115 percent more than in 1940 for all goods and services they use, while the customer pays only 65 percent more for drycleaning. He also gave a technical analysis of the economic problems of the cleaning industry.

Changes in the textile maintenance industry were discussed by Harry Cooper, director of market research and sales analysis for The Prosperity Company, Inc. He compared the "revolution" in the industry to changes that have taken place in other fields. He mentioned in particular the change from the "old central laundry" to the creation of quick-service, one-stop neighborhood plants and substations.

The convention coincided with Homecoming Weekend at the University of Kentucky, and business sessions ended before noon Saturday to allow the delegates to attend the Kentucky-Rice football game. # #



NEW PRESIDENT J. E. Osborne (center) of Kentucky Association is congratulated by Walter Boone (left), retiring president, and Wilbur Fields, managing director

# Powerful eyeful—new Ford Trucks for '56

With more horsepower per dollar than any other truck line



Comparisons of all makes, based on net horsepower and suggested list prices, show that Ford gives you more power for your money than any other truck line. Shown here, the favorite truck for Laundries and Cleaners—the new Ford F-100 Panel.

## America's Easiest-driving Truck ...with Fordomatic

*"It makes my job easier"—*

*"It saves me money"—*

SAY FORDOMATIC OWNERS



"We haven't spent \$5 for maintenance in over 2½ years," says Max Rapczyk. "With conventional trucks you can't avoid shocks to the drive line. Fordomatic ends all that."

"Fordomatic sure makes my job easier," says Peter Gallette. "Shifting and clutching are a big part of the work of driving. With Fordomatic I've said goodbye to all that work."



**MOST USABLE POWER** (net horsepower) in its field, Y-8 or Six . . . new 167-h.p. Y-8 or new 133-h.p. Six.

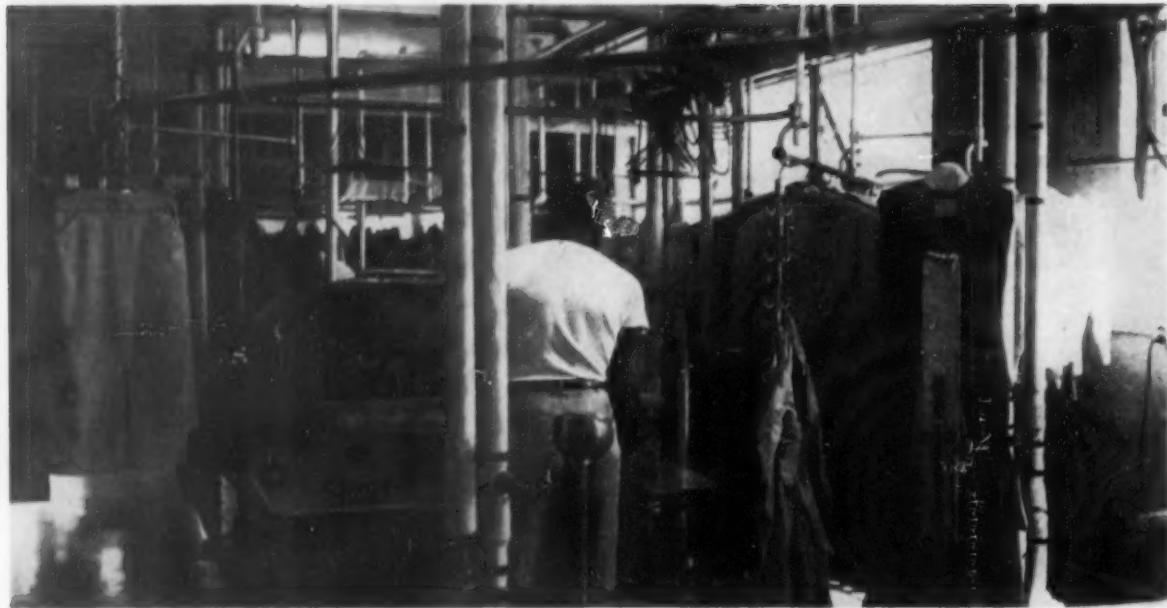
**EXCLUSIVE SAFETY FEATURES**—Lifeguard steering wheel and door latches . . . safer tubeless tires standard.

**TOP CARRYING CAPACITY**—big 155.8 cu. ft. loadspace . . . up to 5,000 lbs. GVW.

Now—save time, work and money—with a new '56 Fordomatic Truck. *Fordomatic Drive eliminates 16 hand-and-foot operations at every traffic stop.* The driver uses up less energy driving the truck. He has *more* energy for other parts of his job.

**Fordomatic cuts road time.** It steps up getaway power. It makes the truck easier and safer to maneuver in traffic. **Fordomatic cuts maintenance costs.** No clutch means NO clutch repairs. It boosts trade-in value, too. Fordomatic can more than repay its moderate extra cost. Before you buy *any* truck, be sure to try a FORD Truck . . . with Fordomatic!

**View of Production Area in Finishing Department**



THROUGH-THE-UNIT production was recommended by allied tradesmen. All press equipment is air-driven. Each finisher is given all tools needed to do job with minimum number of steps. High production capacity is needed to fulfill six-hour service maintained by plant.

## Allied Trades Advice Spurs Growth

Plant success due to fieldmen's  
suggestions, procedures

By ARTHUR F. SCHUELKE

WHEN THEY FOUNDED Red Cap Cleaners at Poughkeepsie, New York, in July 1947, neither Pep nor Jerry Comodis had any basic knowledge of cleaning. But the brothers made some decisions that were to pay off handsomely.

The first was based on the premise that they knew nothing about the industry. Because of this, they decided to study their trade journals. They wanted to learn the names of the best equipment manufacturers and suppliers in the field. Next, they went to these people and not only sought their advice but followed it to the letter.

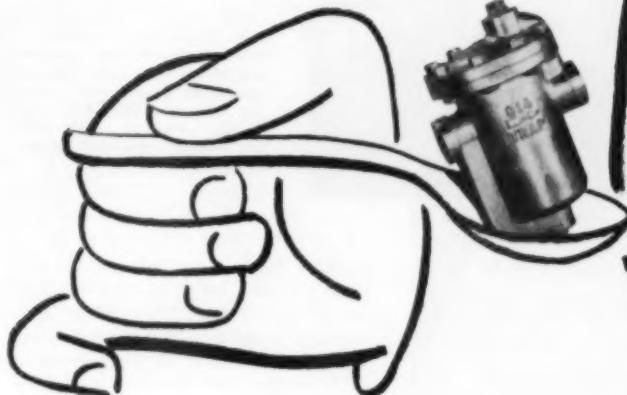
During the war years Pep had run a bobtail route. When Captain Jerry returned he was persuaded by his brother to venture into the drycleaning business. Pep had a truck and

### Remodeling Opens Plant View to Customers



LESS THAN TWO YEARS after opening expansion proved necessary. Reducing call-office space and removing partitions gave more production area. Open view has stimulated sales.

# PROOF OF THE ARMSTRONG "UNIT TRAPPING" PUDDING



They say, "the proof of the pudding is in the eating." These plants have proved the Armstrong "Unit Trapping" pudding:

*Sun-Ray Cleaners* — 15% fuel saving and 15% production increase with unit trapping.

*M. Wile & Co.* — 14 tons of coal saved per month after unit trapping garment presses.

*Eclipse Laundry and Dry Cleaning Co.* — Unit trapping helps secure 100% increase in output with negligible increase in fuel cost.

## ARMSTRONG UNIT TRAPPING CAN DO THIS FOR YOU:

1. Positively remove air and condensate from machines.
2. Make temperatures higher and more uniform.
3. Increase output.
4. Reduce heat loss.

Complete Unit Trapping details are given in Bulletin No. 1931. Fill out coupon below and mail for your free copy.

## ARMSTRONG MACHINE WORKS

850 Maple St., Three Rivers, Mich.



### SOLVENT FILTER AIR VENT



This reliable Armstrong No. 21 Air Relief Trap gives positive venting under filter pressure. Inner parts are chrome and stainless steel. It won't stick, bind or clog. For trouble-free air venting use Armstrong's No. 21 Air Relief traps. Send coupon for complete data.

### CLIP TO COMPANY LETTERHEAD AND MAIL

ARMSTRONG MACHINE WORKS  
850 Maple St., Three Rivers, Mich.

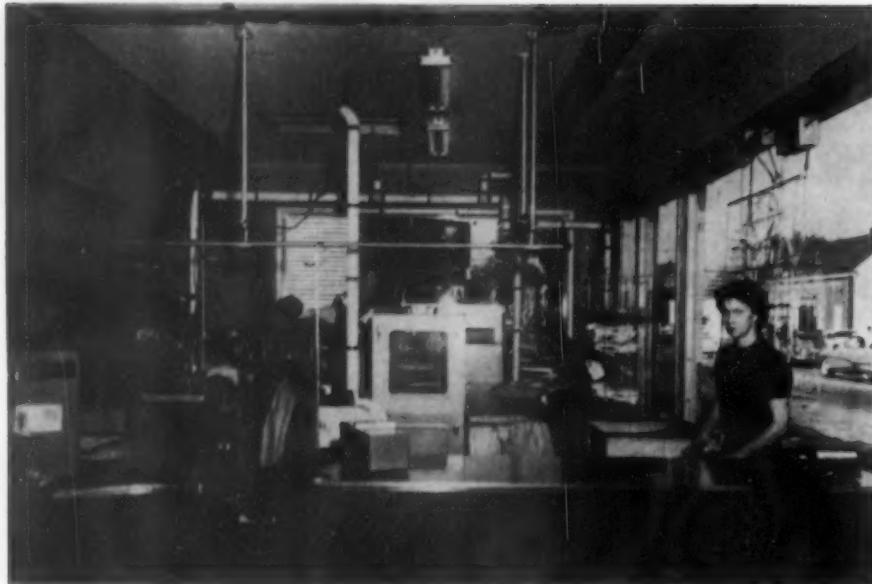
Please send me:

Bulletin No. 1931  
 Data on the No. 21 Solvent Filter Air Relief traps.

Name. \_\_\_\_\_ Please Print \_\_\_\_\_

Position. \_\_\_\_\_

## Shirt Unit Proves Sales Builder



MOST RECENT expansion of Red Cap is shirt unit shown at left. Front and side windows provide for excellent view of production by customers, passing traffic. In short time production exceeded 1,200 shirts per week, is growing steadily

Jerry had saved \$1,500 of his Army pay. While they selected a store location, with allied trades help, and waited for equipment, Jerry worked in a drycleaning plant for several months. He learned what he could about cleaning, spotting and finishing. This was also on the advice of allied tradesmen.

Jerry was to be the production man, Pep the route salesman. Their two wives also worked in the plant, as they still do. Both men attribute much of their success to the unselfish, hard work of their wives.

### Going by the Rules

When their plant was installed the partners worked closely with the equipment men. Operational procedures and maintenance were followed to the letter. Since they knew little about the business, they did not seek short cuts. Recommended running times, stilling schedules and lubrication times were done on the dot. They learned proper lays for garments. These were taught their help.

Since the Comodis brothers did things right, the work was right. Quality followed automatically with correct methods. But it was slow going at first. Their new synthetic machine and one press weren't overworked. One day they took in only one pair of trousers.

As word of Red Cap's careful work spread, business gradually picked up. By the spring of 1951 the partners had outgrown the first shop. A plot of ground was purchased and a new

plant erected in November of 1951. They converted to petroleum equipment. Additions to the original installation find them today with the following cleaning room: one 30-by-40 washer, one 30-by-48 washer, two 3000-gallon filters, one 75 g.p.h. still, two 36-inch tumblers and one 42-inch tumbler, plus a 30-inch extractor. The cleaning room is in the main plant building, but has firewalls and a fire door for insurance reasons.

The entire plant is rectangular in shape. It has a 37-foot frontage and is 80 feet deep, with an extra 40 feet behind the plant for expansion. The

brothers have since bought an adjoining vacant lot next door measuring 37 by 120 feet. This will be converted to a drive-in parking lot, again as recommended by allied tradesmen.

With the new facilities and two plant-trained pressers, the brothers were able to handle greater volume. Continued strict adherence to manufacturers' recommendations helped them continue their healthy growth. By the spring of 1953 more changes were in order.

It was recommended that call-office space be reduced. Partitions were removed from the office, opening up

### The Plant That Hard Work and Sound Advice Built



ANNUAL VOLUME runs well into six figures. Brother-partners have combined hard work with allied tradesmen's advice. Combination has spelled spectacular success for this firm

the entire operation to public view. A new through-the-unit production layout was installed, with split-ring assembly. The remodeling provided room for another wool presser and a silk finisher.

By this time the finishing room included four air-driven utility presses, two steam-air finishers, a sleever, set of puff irons and an ironing board. The plant also has a 30 hp. boiler, a 5 hp. air compressor and an eight-unit air vacuum machine.

The spring of 1955 saw still another expansion move as suggested by allied trades friends. Shirt service was added. The Comodises installed a 50-pound automatic washer and a 2- or 3-girl shirt finishing unit. Experienced finishers were nonexistent. The wives learned how to finish, taught by instructors of the manufacturer. Mrs. Jerry Comodis in turn taught green help.

Again, because correct methods were employed, top quality was produced. Customer acceptance has been excellent. The plant is running well in excess of 1,200 shirts a week. In their spare time the shirt finishers help out on call-office counter sales or checking out drycleaning work.

#### Satisfied Staff

Morale in the plant is exceedingly high. Methods suggested by allied tradesmen have paid off here, too. Employees are assured a guaranteed weekly salary. The plant covers them with hospitalization without cost. Christmas bonuses are also paid. These benefits, plus clean, airy surroundings and modern equipment have reduced employee turnover to zero. The original presses are still with the firm.

Pep Comodis has long since given up his route work. He now devotes his time to drycleaning and shirt laundering, some spotting and allocating work to the pressers. Both partners begin their long day by 6:30 a.m. Quitting time comes when the work is finished. Some time ago it was recommended they initiate six-hour service. As usual, they followed advice and it boosted sales. But it does mean hard work and long hours.

Whatever the Red Cap proprietors promise the buying public, they fulfill. Their next step will be to install a parking lot. They are thinking of offering window service so patrons will not have to leave their cars.

These men and their plant are a real credit to the industry. But their success is also a tribute to the field representatives of the allied trades. It is positive evidence of the real services these men offer drycleaners everywhere. # #

## Common sense about steam supply for small shops



### Eclipse DRY CLEANERS' BOILERS

**For new economy and extra savings** — Designed for the small shop where steam is supplied to a limited number of units, this Eclipse "Steamboilerplant" is a complete, compact steam source—reasonable in first cost, inexpensive to operate, and virtually free from maintenance cost. Vertical design takes a minimum of floor space. These boilers get up to pressure quickly, maintaining high efficiency while producing maximum steam per dollar of fuel.

"Overdrive" design means the ability to load along under normal loads with reserve capacity to meet any sudden peak demands, without strain or damage to the boiler. Write for catalog.



CALL YOUR

**BOILER SPECIALIST**

For help in specifying boilers and designing steam supply systems that meet your needs.

Ask for the OVERDRIVE Story.

**ECLIPSE FUEL ENGINEERING CO.**

1155 BUCHANAN ST., ROCKFORD, ILL.

Eclipse Fuel Engineering Co. of Canada, Ltd., Toronto, Ontario

## QUESTIONS and ANSWERS

### Damage From Excess Humidity

We cleaned this skirt of a dress with one-percent charge solution. The skirt faded and streaked. We thought this was our fault, so we asked the customer to bring in the belt and blouse. We cleaned the belt with the same result. The blouse has never been cleaned. Could you tell us what the cause is by examining the blouse?—R. L. D. C., Texas

The streaked condition in this garment is due to a loss of color. There are two possible sources for this damage.

The most likely cause seems to be in the charge system which evidently built up a very high humidity factor. Under this condition, particularly when the fabric contains a sizing or resin as this one does, the moisture, in combination with the action of the detergent and solvent, was sufficient to loosen the dyestuff and the resin. Cotton dyes are very susceptible to crocking off, and with the dye loos-

ened, the extraction was sufficiently strong to cause the loss of dye where the fabric was folded.

The blouse was cleaned in a 4 percent synthetic unit with a humidity factor reading on a Serdex hygrometer of 75 percent, and there was no appreciable loss of either sizing or dye-stuff.

Garments containing such sizings and resins should be run when the humidity factor is not very high, preferably around 60 to 65 percent, so that the moisture content of the solvent is not high enough to affect sizings that are partially water-soluble. Some of the more severe examples containing a water-soluble sizing (such as nets, silk shantungs, etc.) should be run when the humidity factor is very low, even to the point of complete dryness.

Redyeing is the only means of restoration.

### Faille Shrinkage

The customer claims this rust-colored faille dress shrank during drycleaning. I do not use any moisture on silks. If it has shrunk, is it the fault of the material or the drycleaning process?—A. C., California

The problem of shrinkage in this type of fabric might almost be considered as one of its characteristics. This is probably the most common shrinkage problem the drycleaner faces today.

Actually, very little moisture of any kind is sufficient to cause shrinkage—even to the point of dampness, the garment picks up from the humidity in the air or in the steam necessary in the finishing process.

This fabric is made by floating a fine rayon or acetate yarn over a heavy filler yarn of cotton. When this filler yarn is exposed to moisture, it swells; as a result, there is a pull on the rayon or acetate yarns which causes the shrinkage.

The problem in this case is one of fabric construction rather than the cleaning procedure.



### The Case Of The Unhappy Housewife

**She was downright mad . . .** the dry cleaner had promised her dress by Friday night, and it wasn't ready. The cleaner's output just wasn't up to par.

**But the cleaner found the answer . . .** he switched to Skellysolve. This assured him of uniform high solvent quality, helped speed up his daily output.

**Not only that,** but Skellysolve dealers and jobbers are famous for fast, dependable deliveries. And, if you have an operational problem, a Skellysolve Technical Field Man is available to help you.

**You, too, can benefit** from the extra service and extra high quality of Skellysolve. Call your local Skellysolve dealer or jobber right away.



# Skellysolve

DRY CLEANING SOLVENTS

INDUSTRIAL DIVISION, SKELLY OIL COMPANY, KANSAS CITY, MISSOURI

**Skellysolve**  
**140 Flash Naphtha**

#### General Specifications

Color (water clear)

Acidity—Neutral

Doctor (Sulphur) Test—Sweet

Flash Tag closed  
tester—140° F.

Distillation—363° to 408° F.

Fast-drying Stoddard  
Solvent also available.

### Liquid Cement Stain

How can a stain, on gray wool trousers, caused by Duco liquid cement be removed?—E. C., New York

This is a difficult job and it requires a great deal of time and repeated processing.

Cements of this type are quite soluble in acetone, but this type of chemical cannot be used where there is any acetate fiber present. Fortunately the trousers were 100 percent wool and we were therefore able to remove the stain with acetone.

Constant addition of the acetone to the stained area is required because acetone evaporates very rapidly. Also, it takes time for the cement to soften, and then go into solution. Once the cement has gone into solution with the acetone, the garment must be rinsed in the drycleaning washer immediately to flush the dissolved glue from the fabric. Otherwise, the acetone will evaporate, leaving the cement on the fabric to spread to other areas.

When acetate fiber is present in the fabric, the only safe spotting agent for the removal of this type of ce-

ment is amylo acetate which is much slower in its action and in many cases is not sufficient to completely dissolve the cement.

## Discolored Streak On Trousers

The customer complained that we caused the brown stain on the complete rear of these trousers, which were cleaned and pressed as usual. We believe the customer hand-ironed the pants; she says she had not. Is the discoloration our fault? How can we remove it?—E. L., Pennsylvania

The discoloration present on this garment is a problem that has become fairly common recently and has not yet been completely solved.

You will notice that the discoloration is in a straight line that coincides exactly with the old crease mark. On the other hand, there is no loss of color from the present crease. This would indicate that perhaps certain conditions of finishing such as the dampness of steam or perhaps the heat of the steam are sufficient to cause a loosening of the acetate dye-stuff. When the garment is drycleaned the next time, this disturbed dyestuff is lost as a result of the normal cleaning operation. The dye disturbance might have been the result of pressing at home, using a wet cloth.

It seems that this is a damage which can be expected to occur on acetate fiber but is one over which the dry-cleaner has no control. Because the present cleaning and finishing shows no loss of color in the crease that has been put in the fabric, it would seem that the damage has been a cumulative one and it is, therefore not possible to definitely determine responsibility for it.

# #

## To Count R.P.M.



Fig. 1



Fig. 2

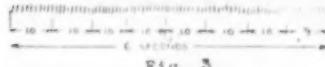


Fig. 3

A speed counter is not always an absolute necessity for determining the speed of a motor or other rapidly rotating machine part. Speed can be

counted "by hand" in several ways.

**Method 1.** Attach a long thread to a lead pencil, preferably one with an eraser, as indicated in Fig. 1. Press the eraser end against the end of the shaft, in the same way that a regular speed counter is used, bearing against the point of the pencil with a piece of hard wood or metal to provide a spindle bearing. The thread will wind on the pencil as the pencil revolves.

At the end of a predetermined suitable time—5 seconds or thereabouts—remove the pencil and count the number of turns of thread on the pencil. It is then a simple matter to compute the revolutions per minute. Thus, if you have had the pencil winding the thread for 6 seconds, multiply the number of turns by 10 and the answer is the number of revolutions per minute.

**Method 2.** If the machine or shaft can be stopped temporarily, a simple way to count the revolutions is to run a lead pencil lengthwise of the shaft, for a period of 5, 10 or more seconds, making a mark on the shaft during that period as indicated in Fig. 2. The marks made, of course, will take the form of a spiral, but all that is necessary is to count the number of turns made during the test period and then compute the revolutions per

minute. The mark will remain on the shaft for some time. At the end of the day's run, therefore, it will be possible to count the revolutions made during any period of the day. If the shaft is a long one it can be made to register the speed during any hour or every hour, serving as a sort of "recording chart."

**Method 3.** File a nick in the end of the shaft and run a piece of cardboard or paper along against the edge as indicated in Fig. 3. A series of marks will be made on the paper as shown. By timing the operation and counting the number of marks it is a simple matter to determine the speed of the shaft. Even if the speed is 3,000 r.p.m. or more, it makes no difference in using this method.

In some ways, in fact, this method is preferable to use of a regular speed counter. For example, this record shows 79 marks made on the paper in 6 seconds. It will be noted that the marks are divided into groups of 10 to facilitate computing and to guard against error. "Divide the number of seconds into 60 and multiply by the number of marks" is the rule that applies to this and to all cases explained above. Since 60 divided by 6 equals 10, and  $79 \times 10$  equals 790, the shaft makes 790 r.p.m.

at last! an **ELECTRICALLY DRIVEN**  
**OVERHEAD SPEED**  
**RAIL SYSTEM**

**White**

**CONTIN-U-VEYOR\***

For as little as 10c a day, you can operate this automatic White Contin-U-Veyor System . . . speeding up operations in your plant, as you never dreamed possible! Now, a heavy-duty drive moves garments from department to department, floor to floor, in any direction . . . smoothly, quickly, cheaply. You get all the advantages of an overhead rail system . . . plus the speed, ease and efficiency only possible with automatic electrical operation. Our engineers will submit free plans for your own plant . . . no obligation, of course.

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Manufacturer of Contin-U-Rail, the nation's leading overhead manual rail system.

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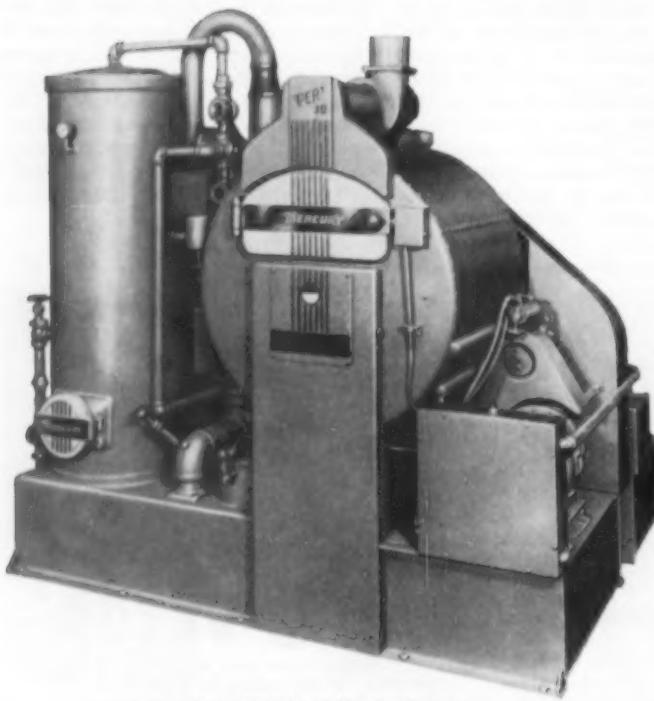


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The Per "30" Fully-Automatic  
Two-Bath Unit

Two-bath cleaning with the new  
Mercury units is simply a loading  
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- Sizes: 30-lb. to 48-lb. dry load capacity.
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- Separate motor driven self-priming centrifugal pump.
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## NEWS NOTES

### IN THE TRADE

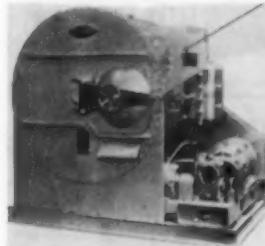
#### Drycleaners' Leather Guide

The Suede and Leather Refinishers of America has published a 12-page brochure entitled, "Drycleaners Guide to the Effective Handling of Suede and Leather Garments."

Sized to fit into a standard #10 envelope (regular folded letter size) and printed in a deep cocoa to carry out the feeling of natural leather, the folder contains important guide points for helping counter and routemen and cleaners' customers.

First distributed at the American Institute of Laundering convention in Philadelphia, the new pamphlet will be supplied to drycleaners by the member plants of the SLRA. Free copies are available on request to SLRA Headquarters, Allan J. Copeland, Executive Director, 100 E. Ohio St., Chicago 11, Ill.

#### New Extracting Washers



Butler Manufacturing Company, Kansas City, Mo., has introduced a new automatic extracting washer that can be installed as a fully automatic two-bath or single-bath unit or can be operated semi-automatically. The unit is available in 60-pound and 120-pound (illustrated) capacities.

This new unit features an automatic timer with a control panel for varying the time of the cycle. Any period in the cycle can be lengthened manually by pulling out the knob on the timer which stops the clock.

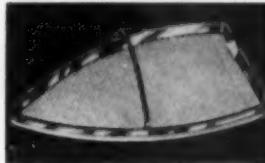
#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention NATIONAL CLEANER & DYER.

The unit can be operated as a semi-automatic unit through the entire cycle by pulling out the knob on the timer and moving the pointer by hand as on other semi-automatic units.

The unit requires no operator attention during the cycles until a buzzer signals the end of the cycle and a new cycle is to be started.

#### New No-Shine Iron Shoe



The Newhouse Co., 3827 San Fernando Rd., Glendale, Calif., is offering the new No-Shine Cool Shoe for the Cissell Iron. The shoe fits snugly over the ironing surface and is held in place by a stainless-steel tension spring. The material is special Kelon-T which is attached to a die-cast, chrome-plated frame, the exact size and shape of the iron base. It is said to withstand heat up to 600° F.

With the new shoe, even hardest finish garments can be pressed on the right side without shine; the easy sliding surface smooths out all wrinkles and prevents sticking, according to the manufacturer. The shoe is said to maintain a uniform "air-cooled" temperature by distributing the steam evenly over the entire iron surface.

An asbestos-and-fiber-glass stand for the iron that will not scorch or scratch is also offered by the Newhouse Co.

#### Infilco Bulletin

A bulletin entitled, "Infilco Clarifiers and Thickeners," has been published by Infilco Inc. Questions on design requirements of clarifiers and thickeners for a wide range of capacities and solids removal loads are answered in this 16-page, graphically illustrated booklet.

The bulletin explains why circular sedimentation basins, sludge scrapers and central inlet wells are features of Infilco clarifiers and thickeners. Copies are available on request for Bulletin W-800B-S-6000B to Infilco Inc., Tucson, Ariz.

#### Clary Color Coordinates



Clary Corporation has announced its first series of colored adding machines, introducing "color coordinates" in both its 10-key and full-keyboard models. Five colors are available—Clary blue, gray, green, beige and turquoise—with contrasting center panel, keyboard and keys to establish a center of interest for the operator.

Black and red numerals and symbols highlight keyboards of the colored machines. The new Clary logo-type is bright gold-plated chrome. Interchangeable covers offer the buyer and dealer a variety in color choice and an opportunity to change color combinations at a later date.

For additional information write Clary Corporation, Department C-115, San Gabriel, Calif.

#### Hoffman "Fashion-Aire"



A new all-in-one steam-air finishing unit, the "Fashion-Aire," is now being introduced by the U. S. Hoffman Machinery Corporation. It is designed to produce top-quality finishing of a wide variety of garments, ranging from ladies' dresses as small as size 8 to men's overcoats up to size 50.

Features of the fully auto-

matic Fashion-Aire include a rear clamp long enough to hold center-vented suits and sports jackets, a readily adjustable shoulder form, and an adjustable steam timing device. A "toe-touch" on the control pedal starts and stops the unit's preset finishing cycle.

A full 360 degree turning form assists the operator in garment placement, inspection and removal. A steam-diffusing system prevents "slugging" of the all-nylon bag with water and, as a result, the floor area around the unit is kept neat and dry.

Constructed to allow operation of a dual battery by a single operator, the new unit is well suited for use in the alteration department.

#### New Pack for Darco DC



The first carload of Darco DC activated carbon in its new 2-pound bags is shown above being loaded at Darco's manufacturing plant, Marshall, Tex., early in October. Each 50-pound carton contains 25 of the new "Carbon-meter" bags which are two-ply and heat-sealed to prevent leakage and dusting. A dosage chart is printed on each bag.

According to H. J. Fornwalt, manager of Darco sales at Atlas Powder Company's Wilmington, Del., headquarters, the new pack is now available, and the regular Darco DC pack of 12½-pound cartons in a 50-pound carton will continue to be available.

#### Goodrich Synthetic Fiber

Darlan, a man-made fiber, said to be different chemically from any now on the market, has been developed by B. F. Goodrich Chemical Company, it was announced by John R. Hoover, president. The material is now in pilot-plant production at Avon Lake, Ohio.

The new fiber is said to be adaptable for almost every type of wearing apparel ranging from sweaters and knit

# The "Orvus Extra Way" is the Easy Way!

A lot of wet cleaning jobs you normally consider tough are just routine jobs when you use Orvus Extra Granules.



Heavily soiled garments such as wash trousers, reversibles and athletic uniforms are easy to clean with Orvus Extra. That's because this time-tested synthetic detergent contains a unique blend of builders that boosts detergency, gives exceptionally thorough cleaning results, and yet offers unusual safety to fabrics.

In the wheel...on the scrub table...Orvus Extra does things for garments that you and your customers will like. Your first Orvus Extra order will prove it.

Procter & Gamble CINCINNATI, OHIO

— the multi-purpose synthetic detergent



goods to coats and suits. It will be used in a soft, furlike texture for the first time in women's luxury pile coats to be introduced in retail stores later this year, according to Mr. Hoover.

#### New Hoffman Line

The United States Hoffman Machinery Corporation has announced the completion of its new line of presses especially designed for the clothing manufacturing industry and allied needle trades.

Also scheduled for early delivery are the improved "Cyclomatic" machines for edge pressing and other operations requiring extra high pressures, and the new "L" frame presses, or seam openers.

#### Redesigned Butler Filter



Butler Manufacturing Company, Kansas City, Mo., has introduced a new filter which features an exclusive self-cleaning divider plate separating the filter screens. This new filter eliminates

the frequent opening of the top of the filter and removal of the dividers for steam cleaning as in the case of wire mining cloth dividers.

Butler has eliminated the wheels for opening the top of the filter on the strength of users' reports that opening the filter for removal and steam cleaning is unnecessary. This new development is said to reduce down-time in the plant, thereby increasing production efficiency and reducing labor cost.

#### Diamond Wall Chart

A handy solvent-recovery wall chart has been issued by Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Entitled, "Check these trouble spots for better solvent recovery," the chart provides a quick reference in convenient checklist form to 18 sources of solvent loss most frequently encountered in plant practice.

The chart, 17 by 24 inches, is linen-backed, reinforced with metal strips and has eyelet hangers on top and bottom. It is printed in red and blue. Copies are available on request from Diamond distributors or the manufacturer.

#### Lynch Offers Dry Spotter



Touch-Up is a new hydrous spotting solution for dry stain removal which flushes wet on the spotting board. It is being distributed nationally by the John P. Lynch Co. of San Francisco, Calif.

Specifically formulated for

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

touch-up spotting of small hard-set dry stains, the product is said to instantly dissolve and release dry stain substance from the fabric, holding it in a tight suspension. It may then be easily flushed with water or steam gun.

Touch-Up is said to be safe to all fabrics and to all dyes of average fastness. It is packaged in 8-ounce, dispenser-cap bottles that come in Six-Pak cartons.

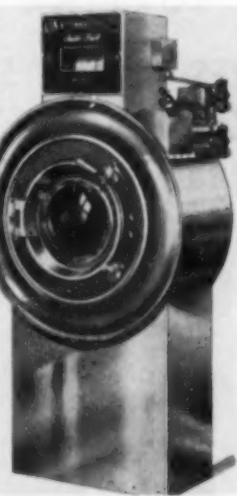
#### Service Plan Offered

The new descriptive, illustrated literature on United Laboratories, Inc., combined Versatile Material Pump and Flow Brush (patent pending) presents a detailed explanation of the merit of this method of application of roof coatings and other heavy-bodied, semiliquid coatings.

The company is offering a service plan to make this comparatively expensive equipment available to industrial, commercial and institutional users at a nominal cleaning and servicing charge.

For additional information write United Laboratories, Inc., 16801 Euclid Ave., Cleveland 12, Ohio.

#### New Glover Washer



Bill Glover, Incorporated, manufacturer of laundry washers of 25- and 60-pound capacity, is now producing a new washer of 40-pound capacity. According to J. H. Collins, vice-president in charge of laundry sales, "the manufacture of a 40-pound machine now offers a finer choice with the opportunity of more accurately filling production requirements for the laundryman."

The 40-pound washer will feature Glover Auto-Trol Controls. It will have the same 36-inch drop, the same shaft, bearings, water seal and mounting frame as the 60-pound machine.

Additional information may be obtained from Bill Glover, Incorporated, 5204 Truman Rd., Kansas City, Mo.

#### Dry Powder Aerosol

A better method of spot control of small fires fed by flammable liquids or gas, or caused by electrical short circuits, is being offered in a new push-button aerosol package that uses a dry powder as the fire-killing agent.

Made by Safe, Inc., Marinette, Wis., the new product uses a specially treated bicarbonate of soda to put out Class B and C fires. Du Pont "Freon" fluorinated hydrocarbon propellant provides the dispensing pressure in the aerosol product.

Packed in a non-reusable 12-ounce container with a specially designed nozzle, the aerosol product is said to be capable of extinguishing a 3-square-foot gasoline pan fire, a 6-to-10-foot gasoline spill fire, or a 5-square-foot pan fire of kerosene or fuel oil. It also provides a quick

knockdown on Class A fires, reducing the blaze to embers which can be easily extinguished with water.

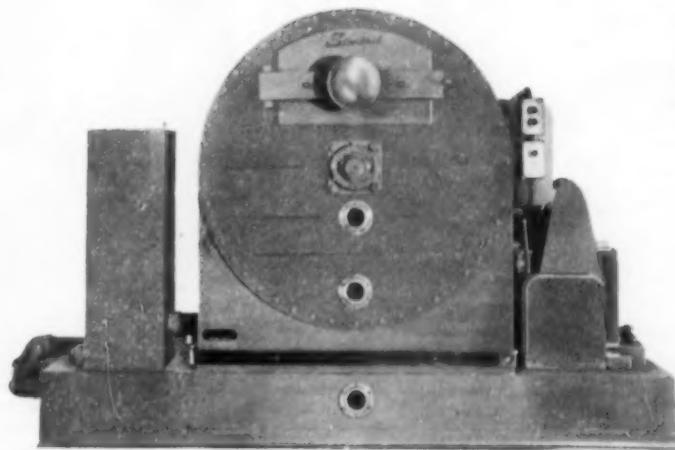
#### Record-Keeping Unit



The Roto-Kard, Remington Rand's new space-saving record-keeping unit, handles 8-by-5-inch card records for cost, credit, inventory, ledger, maintenance, personnel, pricing, production, purchase, sales in one compact electrically or manually operated rotary drum.

Mobile and occupying a floor area of 3.6 square feet, the Roto-Kard has a capacity of 6,000 8-by-5-inch cards (9½ pt. stock) for a reference record or 4,500 cards for a posting record. A Slide-A-Deck feature permits the shifting of complete decks

## STANDARD COMBINATION WASHER-EXTRACTOR UNITS



Manufactured in 30 lb., 50 lb. & 80 lb. Sizes

for Petroleum or  
Perchlorethylene Solvents

WRITE  
FOR BROCHURE  
AND PRICES

**STANDARD LAUNDRY & CLEANING MACHINERY CO.**

manufacturers of complete line of synthetic and petroleum machinery

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# SOLVINK

REMOVES STAINS SAFELY  
IN SECONDS—  
NO RUBBING, NO POUNDING

SOLVINK • SOLVINK • SOLVINK

Rubbing and pounding stubborn stains is harmful to even the most sturdy fabric. Now Solvink eliminates forever this harsh method of spot removal.

Solvink's penetrating action soaks out stains of ink, blood, rust, paint in a few seconds . . . makes spotting quick and easy.

And Solvink is guaranteed safe for all fine fabrics when used according to directions . . . saves time, cuts spotting costs.

Order from your jobber or write us for free sample.

One  $\frac{1}{2}$  pint set (2 solutions) . . . \$2.25.

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too . . .

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains

**GREENVILLE CHEMICAL COMPANY**  
P. O. Box 1087

Greenville, S. C.



SOLVINK • SOLVINK • SOLVINK • SOLVINK • SOLVINK

of cards between segments, without fear of misplacing or dropping. The unit is built to standard desk height.

Complete description and specifications are outlined in folder KD 770, available at Remington Rand sales offices in principal cities or from Remington Rand Division, Sperry Rand Corporation, 315 Fourth Ave., New York 10, N. Y.

#### Diamond Quarterly Digest

The synthetic fibers are the theme of the October-November-December issue of *Diamond Washroom Digest*, quarterly information bulletin published by the Technical Service Department of Diamond Alkali Company, Cleveland, Ohio.

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



Butler Manufacturing Company, Kansas City, Mo., has in-

The 20-page bulletin reviews the general properties, particularly setting, soil resistance, moisture absorption and abrasion resistance of the synthetics. Supplementary topics include effects of solvents, acids and alkalies; synthetics in the laundry; washing, extracting, preconditioning and finishing principles and practices; shrinkage; seam characteristics; soil buildup, and color bleeding.

Vol. 3—No. 4 of the *Diamond Washroom Digest* may be obtained from Silicate, Detergent, Calcium Division, Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

#### Ayr-Mor Synthetic Unit

roduced the new Ayr-Mor, a fully automatic unit. This model can be installed as a fully automatic two-bath or single-bath unit or can be operated semi-automatically. It can be converted from a one- to a two-bath unit by changing the selector on the control panel on the unit.

#### Scholarships Offered

Columbia-Southern Chemical Corporation, Pittsburgh, Pa., has announced that its \$4,000 high school science and engineering scholarship award is again being offered at its chemical producing plant towns: Barberton, Ohio; Corpus Christi, Tex.; Lake Charles, La.; and Natrium, W. Va.

All male 1956 graduates of high schools in these plant-town areas and all sons of plant-town employees, regardless of where they are graduated, are eligible to compete for the four-year award.

E. T. Asplundh, president of the firm, said the scholarship is designed to stimulate interest and encourage talented high school students to take advantage of the unlimited opportunities in the science and engineering fields.

#### AATCC Hears Teichner



ARTHUR C. TEICHNER

Arthur C. Teichner, superintendent of dyeing at Almore Dye House, Chicago, Ill., was a featured speaker at the recent national convention of the American Association of Textile Colorists and Chemists held at Atlantic City, N. J.

Mr. Teichner described the problems of handling the various fabrics offered his industry for renovation and renewal. He spoke of the dyeing methods employed and the extensive research being done by the Na-

tional Institute of Drycleaning and the Garment Dyers Guild of America to solve the problems encountered with some fibers. The speaker discussed identification of some of the hard-to-analyze fabrics and the need for cooperation between the manufacturer and the service industries. He also made a

strong plea for basic processors to recognize their stake in producing cleanable and dyeable products.

In addition to his technical supervisory duties at Almore, Mr. Teichner is chairman of the research committee of the Garment Dyers Guild and member of the AATCC, Midwest section.

#### Solvent Conference Held by Anderson-Prichard



The General Sales and Technical Conference on Solvents of the Anderson-Prichard Oil Corporation was held at the Congress Hotel, Chicago, September 19 and 20. The meeting was called by C. H. Dresser, vice-president, industrial sales. In attendance were distributors, division and department managers, sales engineers and technical representatives from the various sales areas served by the company and members of the research and development staffs.

From the following distribution centers, those in attendance were: Apco Industries Limited, Toronto; Barton Naphtha Company, Des Moines, Council Bluffs, Davenport; B. F. Bennett Oil Company, Denver; Commerce Petroleum Company, Chicago; Grow Solvent Company, Inc., Detroit; R. P. Lightfoot Co., Inc., Fort Worth; D. H. Litter Co., Inc., New York; Penn Supreme Oil Company, Pittsburgh; Petroleum Marketing Company, Tulsa; Corporation.

Sherwood & Company, Inc., Kansas City; Smith Oil & Refining Co., Rockford; Stevens Oil Company, South Bend; Worum Chemical Company, St. Paul; Anderson-Prichard Oil Corporation, Akron, Bellaire, Chicago, Cincinnati, Columbus, Cyril, Dayton, Indianapolis, Minneapolis, Oklahoma City, St. Louis.

Roland V. Rodman, president of Anderson-Prichard Oil Corporation, addressed the group on company operations.

Available solvents and properties and new applications and methods of evaluation were examined. A panel discussion of the use of depolarized solvents in drycleaning was conducted. A round-table discussion followed.

Technical Sales Clinic discussions were led by J. Loefler, president, Commerce Petroleum Company, Chicago; Dr. C. C. Allen, C. A. Gault, C. A. Cotter, Jr., and D. D. Rubek of the Anderson-Prichard Oil

#### Enlarged Research Laboratories for Stauffer



Ground has been broken for the new addition to Stauffer Chemical Company's research center at Chauncey, N. Y. Adding over 8,000 square feet of chemical laboratory and office floor space, the project is said to cost more than a quarter million dollars and should be completed by July 1 next year.

Voorhees, Walker, Smith & Smith, specialists in laboratory design, were the architects and

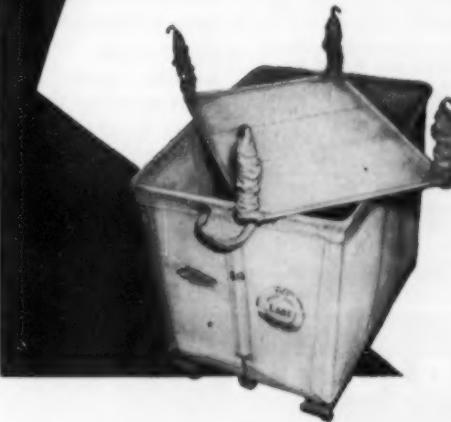
Walter Stanly Construction Co. the contractors. The facilities are completely air-conditioned and the most modern research equipment and facilities have been provided.

The addition is part of a master plan which allows for further expansion in the future. Three other research centers are located at Richmond, Torrance and Mountain View, Calif.

(Continued on page 96)

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Always a BARGAIN*

## Lane Style 48DC DRY CLEANERS' SPECIAL TRUCK



For a long-wearing utility truck, especially designed for dry cleaners, insist on the Lane Style 48DC. The tough, snag-proof body, built over a strong, resilient frame, will give low-cost, dependable service because of these exclusive Lane features:

- Spring steel frame, cross-braced hardwood bottom, double-riveted construction, make a light, strong, long-lived truck.
- Lane quality duck body, specially tanned leather binding, 4-ply strap handles, combine for greatest strength, durability.
- Oversize rubber wheels, moulded around bronze, self-lubricating bearings. Tilting stationary or swivel casters.
- In eight standard sizes.

Automatic lift (Style 73) available to fit all trucks.

To be SURE of the best, INSIST ON  
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- ★ No Liner Needed
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- ★ Costs less—lasts longer

(Continued from page 95)

### Group Hears Alexander

Dr. J. C. Alexander, director of research for Adco, Inc., Sedalia, Mo., spoke before members of the Dry Cleaners Guild of Cleveland on September 28. His subject was, "The Use and Control of Moisture in the Dry-cleaning System."

### Caled Names Representatives



PRESTON PAYNE

Caled Products Company, Inc., Brentwood, Md., has announced the appointments of two new representatives. Preston Payne, former instructor at the National Institute of Dry-cleaning, with many years experience managing large dry-cleaning plants, will represent the company in the Maryland territory. He will make his headquarters at 2417 Churchill Rd., Silver Spring, Md.

Mel Shuppert was named representative in the Indiana territory. He has had many years of experience in operating drycleaning plants and selling drycleaning equipment. His headquarters will be 1524 Prospect Ave., Indianapolis, Ind., and he will work with Fred Radford, senior Indiana representative.

### New Hoffman Showroom

The Hoffman Machinery Distributors of New York has announced the opening of a new drycleaning, laundry and finishing showroom and sales office at 107 Fourth Ave., New York 3, N. Y. On permanent display at the new showroom is a wide variety of U. S. Hoffman Machinery Corporation equipment and latest additions to its equipment line including the Fashion-Aire garment finisher, Electromatic spotting boards and the new stainless-steel open-end washers.

In addition to this move, the company announced the enlargement and modernization of the Hoffman Machinery Distributors' branch office at 15 Canal Pl., Bronx 51, N. Y. Leo Brenner, president, states that his company sales volume has been increasing steadily and present indications are that the rate of increase will range near 50 percent more than the volume prior to the company's appointment as a Hoffman dealer.

### Butler Contest Winners



The Dry Cleaners Equipment Division of Butler Manufacturing Company recently held a sales contest offering trips to Havana, Cuba and New York City as prizes. Travel arrangements were made through Trans World Airlines and the drawing for the prize winners was made by Pat Steppe, TWA hostess, aboard TWA's newest Constellation, the Super G. Shown with Miss Steppe during the drawing are Burrill O. Gottry, division manager, and Howard J. Martin, division sales manager.

Hub Leseth and his wife

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### garment hanger

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EQUIPMENT COMPANY

Hatfield, Pa.

### New Office Location

The new address of the Philadelphia office of The American Laundry Machinery Company is 18 Summit Grove Ave., Bryn Mawr, Pa. The office, moved from Upper Darby, Pa., will continue under the management of C. E. Hamilton, Jr.

were the winners of the 7-day all-expense trip to Havana and Jimmy Robbins and his wife were winners of the week end at the Waldorf Hotel in New York City.

#### Mid-Atlantic Moves

Mid-Atlantic Machinery Company, formerly located at Congressional Airport, Rockville, Md., has moved to 4630 Montgomery Ave., Bethesda, Md., according to an announcement by Milt Ehrenreich, president of the firm.

#### Gramm, Skakel Named



WALTER GRAMM

#### Chicago Fabric Seminar

Over 400 drycleaners from the Chicago area heard finishing, merchandising and fabric trends discussed at a special Fabric Seminar for Drycleaners held recently at the Congress Hotel, Chicago, Ill.

Highlighting the 2-hour seminar, Ed Danneberger, textile fibers department, Du Pont, spoke about the increasing popularity and benefits of the man-made fibers like Dacron and Orlon.

Noel Grady, authority on industry problems, spoke about the trends which have changed the arts of finishing garments, and Jerry Daleke, merchandising consultant, pinpointed reasons why cleaners should begin selling with a positive rather than a negative approach.

Arranged by the Bishop David Freeman Company, the Chicago seminar was the first of 18 such meetings. According to David A. Freeman, president of the company, the seminar's purpose is to inform the average cleaner about existing threats to his business, about preventing business losses through proper equipment and positive selling and about gaining new business that exists in the untapped market of people wearing garments of synthetic fibers.

Election of Walter Gramm as chairman of the board of directors of the Great Lakes Carbon Corporation has been announced. Mr. Gramm succeeds the late George Skakel, Sr.

Mr. Gramm, one of the company's founders, became a partner with George Skakel, Sr., in the formation of Great Lakes Coal & Coke Company, Chicago, Ill., in 1919. That company was incorporated in 1923 and reorganized in 1939 as Great Lakes Carbon Corporation. In 1947 Mr. Gramm became senior vice-president.

Elected as a director of the corporation was James C. Skakel of Greenwich, Conn., who joined the company in 1943 and has served in various capacities, including the office of president of Great Lakes Corporation, a wholly owned subsidiary.

#### Aid for Flood Victims

When floods caused by Hurricane Diane recently polluted much of the water supply of Waterbury, Conn., flood victims were aided by the quick action of Mr. McCarthy, production manager of the local Coca-Cola

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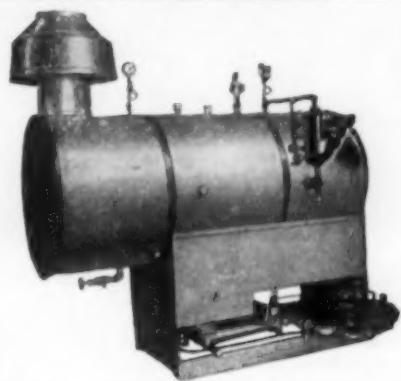


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Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

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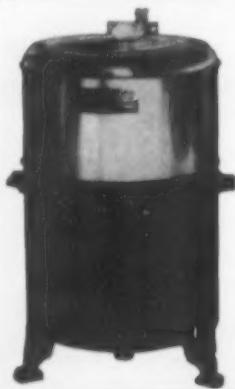


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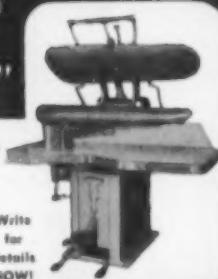
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The Modern Steam Press  
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Bottling Company. Between 6,000 and 8,000 citizens of the stricken city were supplied with 9,000 gallons of purified water daily free of charge. Mr. McCarthy turned over the entire production of water ordinarily used for making Coke to the public.

The company employs a JBAS treating plant manufactured by Infilco Inc., manufac-

turer of water treating and filtering equipment for municipal and industrial use. P. N. Engel, president of Infilco Inc., expressed his deep pleasure that the Infilco equipment was able to alleviate hardship caused by the flood and, along with the Public Health Authorities of Waterbury, he commended Mr. McCarthy for his prompt action in the civic emergency.

### New Offices and District Manager at Pantex



Pantex Manufacturing Corporation, Pawtucket, R. I., has opened new offices in Kansas City, Mo., under the direction of G. William Freidell, who has joined Pantex as Kansas district manager. Mr. Freidell for the past eight years has been Kansas branch manager for a well-known machinery manufacturer.

The new 6,500-square-foot air-conditioned building of modern one-story design is located at 2709 McGee Trafficway in Kansas City. A staff of factory-trained sales engineers and servicemen will provide Pantex customers with plant layout service and piping and slack rail installation. A parts depot will allow prompt delivery. Complete stocks of accessories necessary for efficient machinery operation will be available to customers. A large parking area has been acquired adjacent to the new building.



G. WILLIAM FREIDELL

A proposed program of periodic "open house" demonstrations will instruct customers in proper operating techniques, preventive-maintenance procedures and latest advertising and merchandising practices.

### Unipress Exhibit in Paris



Henry Renault, owner of P. Lemaire & Cie., Roubaix, France, distributor of Unipress equipment in France, introduced Unipress equipment at the International Launderers Association Exposition in Paris, France, September 8-19.

The Lemaire exhibit included a Unipress Glide-O-Matic shirt-finishing unit featuring the

ing table and a Unipress 2-girl, 3-press shirt finishing unit, both in full operation. A continuous film about the shirt finishing unit was also a feature. O. H. Langen, chief engineer at the Unipress Company, represented his firm at the convention.

#### New Pennsalt Plant

The addition of a large organic fluorine chemicals plant at Calvert City, Ky., will inaugurate the Pennsylvania Salt Manufacturing Company's projected expansion program, according to William P. Drake, president.

With construction scheduled to begin at once, the new unit will become a major component of Pennsalt's closely integrated chlorine-fluorine production facilities on the Tennessee River. Full-scale operations are expected to begin in 1956.

The plant's initial products will serve the growing refrigerant and aerosol-propellant fields. Future products from this plant and related facilities at the same location are expected to find uses in new and improved plastics, lubricants, metal fluxes, anesthetics, ceramics, agricultural chemicals and new applications in the growing field of atomic energy.

## PEOPLE AND PLACES

### SOUTH WEST



**One-Hour Martinizing** has been opened at 33 E. Center St., Provo, Utah, by Mitch Carter.

**Jackson Cleaners, Heavener, Okla.**, is now housed in a new building.

**Notice has been filed of the intended sale of Palace Cleaners, 6446 Lankershim Blvd., North Hollywood, Calif.**, by Morris Jacobson to Herbert and Hana Timmier.

**Brothers Jack and Bill Paxton** have opened Ace Cleaners in the North Richland Shopping Center on Grapevine Highway, Fort Worth, Tex.

**Fashion Cleaners** has been moved to new quarters at 3838 Pontiac St., Rubidoux, Calif.

**A grand opening was held recently at Angelus Cleaners, 611 N. Canal, Carlsbad, N. M.**, by Mr. and Mrs. Marcel Weiller and their son, Hubert.

**Mr. and Mrs. Don Gorman** and Mr. and Mrs. Doyle Singleton have opened French Moderne Cleaners, 7220 Topanga Canyon Blvd., Canoga Park, Calif. The owners also have a plant at 7243 Reseda Blvd., Reseda.

**A drycleaning establishment** has been opened in the new shopping center at Martindale Rd. and Linda Dr., San Marcos, Tex.

**Redecorating and remodeling of Royal Cleaners, Sanderson, Tex.**, has been completed. W. W. Sudduth is the owner.

**Zenith Cleaners, Dallas, Tex.**, has opened its eighth service store, at Northwest Highway and Easton. T. E. Milholland is president of the firm and K. Bertucci vice-president.

**Notice has been filed of the intended sale of Arcraft Better Cleaners, 4836 1/2 Huntington Dr. S., Los Angeles, Calif.**, by C. E. and Hazel M. Rood to Robert H. and Donna Mae Shoup.

**Los Amigos Tailors & Cleaners** has been opened at 12938 Paramount Blvd., Downey, Calif. T. Ace is the owner.

**Notice has been filed of the intended sale of Civic Cleaners, 161 N. Beaudry Ave., Los Angeles, Calif.**, by Norman Winston and Milton Wagenheim to Asano Takahashi.

**Jim Long** has opened Long's DeLuxe Cleaners in a newly constructed building on Sixth St., Pawnee, Okla.

**One Hour Martinizing** has been opened by John A. Yelenick at 1490 Carr St., Lakewood, Colo.

**Alfred E. Carson**, operator of Crescent Cleaners, Crescent

## QUICK-SERVICE PLANTS

By Gadd

Quick service plants must have a system which practically eliminates wet cleaning and spotting after cleaning and it can be done with increased production from present equipment, plus low cost, and you can turn out a quality job that will get and hold new customers. Of course, these advantages are just as important to the cleaner who does not operate on a quick-service basis.

Just think—nearly everything goes to the pressers from the tumbler and the method can be taught to an inexperienced operator in a short time.

These outstanding advantages are obtained through use of the TERGIT-FOG SYSTEM, an original development of RIVERSIDE MANUFACTURING COMPANY, and RIVERSIDE will send you a working sample with simple instructions that anyone can follow.

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**"Hi-Speed" Rail Fittings**  
**SPEED YOUR ENTIRE PLANT**  
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*Easiest to Install - Anyone Can Do It!*

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**COST AS LOW AS**

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**GENTLEMEN:** Please send without obligation your **FREE** booklet on **TIME-SAVERS "Hi-Speed" RAIL FITTINGS**

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in color; how to make your drycleaning plant more efficient
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City, Calif., has purchased 101 Cleaners at Klamath from H. B. and Keenie Jacobson. A. P. Lewis, Jr. Mrs. Lewis' father, J. H. Ramsey, will manage the cleaning plant.

Construction is under way at New Boston Rd. and Waterall St., Texarkana, Tex., to house Garris Drive-In Cleaners, presently located at 1602 W. Seventh St. Mr. and Mrs. Roy F. Garris are the owners.

Surf Cleaners has been opened in Pacific Manor's Coastsides Shopping Center, Sharp Park, Calif., by Fran and Lorin Voight.

Notice has been filed of the intended sale of Chief Dry Cleaners, 6341 Yucca St., Los Angeles, Calif., by Irving Seltzer to Joe Aron.

Construction has begun on a new building at Hockett and Olive Sts., Porterville, Calif., to house Ferguson's New City Cleaners. Rita and Joe Ferguson, owners, hope to move into the new plant by the middle of December.

Jay Harris, owner of Flower City Cleaners, 6181 N. Figueroa St., Los Angeles, Calif., has announced the opening of his third shop in South San Gabriel, which will be known as Mystic Cleaners.

David Stromberg and Louis Shifrin have given notice that they intend to sell J. P. Cleaners, 2603 W. Santa Barbara Ave., Los Angeles, Calif., to Stanley Pierce.

Beecher and P. A. Barton have sold Broadway Cleaners, Sulphur, Okla., to Mr. and Mrs.

Tom Faller is the owner of the new Midway Cleaners, 121 Midway Pl., Blythe, Calif.

## NORTH CENTRAL



Mr. and Mrs. J. C. Williams have purchased Wardrobe Cleaners, N. Main St., Carrollton, Mo., from William S. Perkins. The business will be known as Carrollton Cleaners, and new equipment will be added.

Elburn Robinson and Fred Hanna have opened Thrift Cleaners, North Vernon, Ind.

Donald J. Krueger and his wife, Linda, have opened Suit and Shoe Hospital, 613 E. Michigan St., Michigan City, Ind.

Royal Cleaning Co., Zanesville, Ohio, has opened a branch in the new building at McIntire and Blue Aves.

Thivener Cleaners has opened another outlet at 42 Olive St., Gallipolis, Ohio. The main plant is in Huntington. The firm is owned by Howard Thivener, his father and two brothers.

Robert and David Ford, proprietors of ABC Cleaners, 1109 Fifth Ave., Moline, Ill., have purchased Carlson Cleaners, 2109 Fifth Ave., from Harold Caldwell.

Don Rima has purchased Model Cleaners, 215 E. Water St., Decorah, Iowa, from Mr. and Mrs. Jim Bowers.

Model Dry Cleaners has opened a new outlet at 9 W. Main St., Fairborn, Ohio.

Paul Bethel, owner of Monge's Cleaners, S. E. Second St., Fairfield, Ill., has announced a change in name to Bethel Cleaners.

Elsworth Williams has announced repurchase of Williams Cleaners, 506 W. Main, Fairfield, Ill.

Pride Cleaners, 2758 W. Jefferson, Trenton, Mich., has been moved to new quarters at W. Jefferson and Elm St.

One Hour Martinizing has been opened at 355 E. Center St., Marion, Ohio, by Fouad Hajjar.

Duke's Cleaners, Petersburg, Ind., has been sold to Mr. and Mrs. Jack Warner. The name of the firm will be changed to City Cleaners.

Consolidation of Garber's Cleaners and Independent Cleaners, Duluth, Minn., has been announced by George Berman, manager of Independent. The merged companies will operate in the Independent plant, 1029 E. Superior St.

Aleazar's Cleaners, Dayton, Iowa, has opened a drive-in branch at 17th St. and Fifth Ave., S., Fort Dodge.

J. H. Pruden has announced expansion plans for Vogue Dry Cleaners, Washington St., Chandler, Ind. A pick-up station has been opened in Elberfeld, and construction of a new drycleaning plant will be started in the spring on High-

way 62 in Chandler. Mr. Pruden is a graduate of the NID.

Spic & Span Dry Cleaners, Milwaukee, Wis., has opened a branch at 746 W. Main St., Waukesha.

Lewis Cleaners & Launderers, Davenport and Moline, Rock Island, Ill., has been moved to its new headquarters in the Fort Armstrong Hotel, 1910 Third Ave.

Wienke's Cleaners has been moved into the building on Main St., Homer, Ill., purchased by Maurice Wienke, owner. The new location has been completely remodeled.

### NORTH WEST

Dick Quick has purchased Dishman Cleaners, E9110 Sprague, Opportunity, Wash., from Pearl Donaldson.

Vogt Cleaners, 103 E. Third St., Yankton, S. D., has been moved to new quarters at 320 Douglas. Owner Harry Vogt has installed new drycleaning equipment.

Francis Keeney, proprietor of Fashion Cleaners on Washington St., Dallas, Ore., has an-

nounced plans to discontinue business and dispose of his equipment.

Esquire Drive-In Cleaners, 300 Central Ave., W., Great Falls, Mont., has been opened by Glenn R. Jeffrey.

Liberty Cleaners, 218 S. W. Emigrant Ave., Pendleton, Ore., has purchased property at 514 S. W. Emigrant, which will be its new headquarters.

### NORTH EAST

A certificate has been filed for the conduct of a drycleaning establishment at 547 N. Homewood Ave., Pittsburgh, Pa., by Oliver C. Littell.

Borough President Lundy officiated at the formal opening of a new Prosperity Cleaning Store, 49th St. and 25th Ave., Astoria, N. Y. John Pardi is president, Manny Pardi secretary-treasurer, and Edward Pardi sales manager of the firm.

John Ferra has opened Underhill Dry Cleaning in a recently constructed building on Carpenters Lane, Irwin, Pa.

A grand opening was held at Towne Tailors and Cleaners, Main St., New Egypt, N. J., by John Ciccone.

Pacifico Dry Cleaners, Webster Springs, W. Va., has been sold to John Eubank, a long-time employee.

David E. Etkin has opened One Hour Martinizing, 4923 N. Broad St., Philadelphia, Pa.

Mr. and Mrs. Ned H. Bortman have purchased Le Parisien Cleaners, 1111 Main St., Asbury Park, N. J., from Mr. and Mrs. Jerome I. Hirsch.

An open house was held recently at a new drycleaning plant at Merchant and Guffey Sts., Fairmont, W. Va., by Tony Sauro.

Property has been leased on Porter St., Philadelphia, Pa., to

# READ THIS!

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**Qualitex 2-IN-ONE  
PAD and COVER  
leads the field**



	PAD MADE WITH PRESS COVER ATTACHED	COVER MADE WITH MADE METAL RODS INSERTED	SPRING INSERTED EYELETS HOOKS and	INSTALLATION FOR EASY FOUR MONTH	GUARANTEE *MAXIMUM AVERAGE COST PER MONTH FOR COVERS AND PAD
<b>Qualitex 2-IN-ONE PAD and COVER</b>	<b>YES</b>	<b>YES</b>	<b>YES</b> (no extra cost)	<b>YES</b>	<b>\$3.72</b>
<b>COTTON PAD AND COVER</b>	<b>NO</b> (Needs 2 pads one flannel and cover)	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>\$4.10</b>

\*This cost figure based on minimum four month guaranteed life of Qualitex 2-IN-ONE PAD and COVER for 42" press. You'll save even more because the "2-IN-ONE" will actually last much longer.

The Qualitex "2-IN-ONE" is designed to deliver superior pressing at low cost. The pad is made of highly efficient insulating material, special Airfoam rubber covered with an Asbestall Press Cover. Ask your jobber to show you the revolutionary new Qualitex "2-IN-ONE" this week.



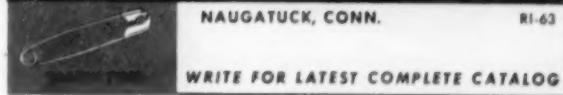
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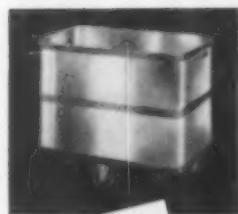
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RI-63

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AVAILABLE IN SIZES  
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Lifetime  
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TRUCK TUBS

Order Today Through Your Supplier

Bishop David Freeman Co.  
© 1958  
EVANSTON, ILLINOIS

Bambi One Hour Cleaners, Inc.,  
for a drycleaning establishment.

Louis Comeau, Jr., has opened  
Whippany Cleaners on Route  
10, Hanover, N. J.

Charles Hess has purchased  
Russell's Cleaners, Sunbury,  
Pa., from C. W. Russell.

One Hour Martinizing has been  
opened at 119 Grant Ave., Du-  
quesne, Pa., by Morris Weiss.

A grand opening was held re-  
cently at Host Cleaners, 416  
E. Elizabeth Ave., Linden, N. J.  
Bernard Snyder is the owner  
and Alfred Levey the manager.

Robert D. Raugh, Sr., owner  
of Raugh Dry Cleaning, 61 N.  
Charlotte St., Pottstown, Pa.,  
plans to construct a plant addi-  
tion to expand facilities.

Ned Mardenly has opened Mar-  
denly Cleaners, Tailors and  
Furriers, 203 Main St., Hack-  
ettstown, N. J.

Bill Edwards Cleaners has been  
opened in the new shopping  
center at 529 Northfield Ave.,  
West Orange, N. J.

## SOUTH EAST

William E. Down has opened  
One Hour Martinizing, 709 S.  
Virginia St., Hopkinsville, Ky.

Courtesy Dry Cleaners, 916 E.  
Main St., Morristown, Tenn.,  
has been opened by R. D. Ross  
and Maurie Reeves.

A branch office of Quality  
Cleaners has been opened at  
2707 Ave. G, N. W., Inwood,  
Fla., by Woodrow and Garland  
Stafford. The Staffords operate  
Quality Cleaners in Eloise.

Jones Dry Cleaners is now oc-  
cupying its new plant at 129  
Market St., Charleston, S. C.  
The firm, owned by Harold A.  
Jones, operates four branches.

Hinton's Drive-In Cleaners held  
its formal opening recently in  
a newly constructed building  
at 926 E. 10th St., Bowling  
Green, Ky. Hinton's Band Box

## TAG-O-LECTRIC WITH POWER STAPLING

Makes, marks, power  
staples temporary  
identification tags and  
counts pieces in one  
operation. Selective sin-  
gle or double stapling.  
Models adaptable to all  
laundries and cleaning  
plants.

PORTUGUESE  
OR FRENCH

RIBBON-RITE  
MARKING MACHINE  
Clean, sharp, indelible  
ribbonized marking. No  
inking grief. Always  
ready for use.

## TAG-O-MATIC

The economy machine for  
cleaners. Makes, marks and  
stocks tags. LIKE tags for all  
orders.

No waste, no loose tags.  
Makes tags up to 10  
characters.

Genuine TAG-O-LECTRIC  
FIBEROLL

The only tag roll that carries  
operational guarantee for  
Tag-O-Lectrics and Tag-O-  
Matic, No. 1 and No. 10 sizes.

Genuine  
TAG-O-LECTRIC  
STAPLES  
Rust-resistant or rust proof. Made  
for power, precision stapling.

Write for free booklets on TEMPORARY IDENTIFICATION  
TEXTILE MARKING MACHINE CO., Inc.

246 WALTON ST  
SYRACUSE 2 N.Y.

Robert L. Cleland, Jr., plans to  
open a drycleaning establish-  
ment in a recently constructed  
building at Hampton, S. C.

Keith Wilson has opened One  
Hour Martinizing at Hixon  
Pike and Access Rd., Chatta-  
nooga, Tenn.

Puritan Drive-In Cleaners has  
been moved to new headquar-  
ters at 4501 W. Broad St.,  
Richmond, Va., by Thomas R.  
Wyant.

Harry's Dry Cleaners has been  
opened in Bassett, Va., by  
Harry Rhodes.

## DOMINION of CANADA



A building is under construction  
at Mary and Archie Sts., Walk-  
erton, Ont., to house a dryclean-  
ing plant operated by Clarence  
Ellis.

The opening commemorates the  
tenth anniversary of Mr. Sche-  
lew's first Valet Shop at 139  
Hollis St.

Bill Hall has opened a dryclean-  
ing establishment in Alliston,  
Ont. Mr. Hall operates a simi-  
lar business in Camp Borden.

A building permit for a \$15,000  
concrete building to house a  
new drycleaning plant was is-  
sued to Zeiter Bros., Edmonton,  
Alta.

## OBITUARIES

Charles LeRoy Allen, 65, owner and operator of Allen & Thomas Dry Cleaners, Indianapolis, Indiana, died recently. Surviving is his wife.

*THE Taubman*

## LAUNDRY MARKING PEN

used by LEADING LAUNDRIES  
AND DRY CLEANERS

odorless black indelible ink  
• won't evaporate

• greater ink supply  
• won't wash out  
• writes smoothly on fabric or paper

39¢

BUY BY THE DOZEN \$4.68

Thru your  
Jabber or write direct giving  
Jabber's name

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NEW YORK 1, N.Y.

**SAMUEL TAUBMAN & CO.**

"National" Marking Machines and Conveyors are preferred by better plants the world-over!"  
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**BIG PROFITS in SIZING** ON cottons, wools, rayons, mixtures.

**FREE Booklet**  
"The Last Word in  
EFFECTIVE TECHNIQUES  
OF SIZING"  
Write today!

NATIONAL CLEANERS CHEMICAL MFG. CO.  
2807-11 W. Lake St., Chicago 12, Ill.

**Vahan Ashjian**, 55, owner of Claremont Cleaners, Jersey City, New Jersey, until his retirement in 1948, died recently. Born in Turkey, Mr. Ashjian had lived in Jersey City for 21 years. Surviving is his wife.

**William E. Coolen**, 48, president of Coolen's Dry Cleaning, Ltd., Halifax, Nova Scotia, Canada, died recently. Mr. Coolen was a member of the Armdale Yacht Club, the Halifax Board of Trade and the Ashburn Golf and Country Club. Surviving are his wife, two sons and a daughter.

**Gerald Graham**, 80, owner and operator of Graham Dry Cleaners, Winnipeg, Manitoba, Canada, died October 5. Mr. Graham operated the drycleaning firm for the past 35 years, retiring this year. He was an active member of the Winnipeg Rotary Club. Surviving are his wife, two sons and two daughters.

**Peter W. Rauen**, 69, chairman of the board of Despatch Cleaners and Launderers, Minneapolis, Minnesota, died recently. In 1910 Mr. Rauen joined his father in the laundry business, and took over management of Despatch Cleaners in 1926. He retired four years ago but remained as chairman of the board in an advisory capacity. Mr. Rauen was a member of local, state and national drycleaning and laundry associations, a twenty-five-year member of Minneapolis Kiwanis Club. He also belonged to Minneapolis Athletic Club, Minneapolis Business Men's Association, Civitans Club, Elks Club and Golden Valley Golf Club. Survivors include his wife, a daughter and a son.

## MEETINGS SCHEDULED

**December 2, 3 and 4**—Indiana Dry Cleaning and Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

**December 3 and 4**—Wisconsin Dry Cleaners Association, Inc., Annual Convention, Pfister Hotel, Milwaukee.

**December 3 and 4**—Mississippi Laundry & Cleaning Association, Annual Convention, Robert E. Lee Hotel, Jackson.

1956

**January 12, 13 and 14**—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal York Hotel, Toronto.

**January 13, 14 and 15**—Dry Cleaners Association of the Dakotas, Annual Convention, St. Charles Hotel, Pierre, South Dakota.

**January 14**—Canadian Cleaners and Launderers Allied Trades Association, Annual Convention, Royal York Hotel, Toronto.

**January 21 and 22**—Oklahoma Association of Drycleaners, Annual Convention and Exposition, Biltmore Hotel and Municipal Auditorium, Oklahoma City.

**January 21 and 22**—Minnesota Institute of Laundering & Cleaning, Annual Convention, Hotel Lowry, St. Paul.

**January 21, 22 and 23**—National Institute of Rug Cleaning, Annual Convention, Statler Hotel, Cleveland, Ohio.

**February 3, 4 and 5**—Mid-West Cleaners and Launderers, Annual Convention, President Hotel, Kansas City, Missouri.

**March 1, 2, 3 and 4**—National Institute of Drycleaning, Annual Convention, Statler Hotel, Dallas, Texas.

**A "Must" for removing  
LINT OFF GARMENTS**  
The Fast & Sanitary!  
**"Little Wonder" ELECTRIC WHISK-BRUSH MACHINE**

Give your garments a better finish. The only appliance of its kind. Thousands of satisfied users.

Also Mfrs. Patented "NEEDLE BOARDS" for pressing VELVET and NAP-FABRIC materials without shine or gloss.

**WEIGHS BUT 3 1/2 lbs.**  
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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the law charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

### CLEANING PLANTS FOR SALE

**TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3014.**

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 99TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891.**

**NORTHEASTERN ILLINOIS—4%** Mercury plant, fast-growing metropolitan area of 100,000, 2 outlets, 2 trucks, business established 12 years. Volume \$35,000, can be doubled with present equipment. Building and equipment 4 years old. Retiring. **ADDRESS, Box 7453, NATIONAL CLEANER & Dyer.**

**DRY CLEANING PLANT IN LOS ANGELES COUNTY, California.** Established over 25 years, has over 70 pieces of modern machinery. Also a separate Shirt Laundry Plant with 36 pieces modern machinery, and a Branch Store completely equipped. 3 half-ton 1955 Chevrolets; one 1949 half-ton truck. Yearly gross business \$150,000.00—owner retiring. Fixtures and equipment valued \$125,000.00—\$50,000.00 down, balance on terms. Write for further information to: Haig Realty Company, 969 East Washington St., Pasadena, California.

For sale. Modern complete plant, volume \$50,000 yearly. Established 8 years. Lower Delaware. **ADDRESS, Box 7403, NATIONAL CLEANER & Dyer.**

**CHARLESTON, W. VA.**—Quality solvent plant, established 1917, same ownership. 4 branch offices and 4 trucks. Will sell at reasonable price and give long lease. Widow wants to retire. **ADDRESS, Box 7470, NATIONAL CLEANER & Dyer.**

For sale. Small, modern synthetic plant in suburb of **MILWAUKEE, WISCONSIN**. Business and equipment for sale. Building leased. Retail cash-and-carry plant. Volume can be greatly increased by routes. For complete details—**ADDRESS, Box 7476, NATIONAL CLEANER & Dyer.**

**FLORIDA DRYCLEANING PLANT**—year-round cash-and-carry business, established 8 years, \$3,500 volume, 100,000 population, Mercury system, 4 presses, modern building, trucks, good lease with option, 3-bedroom house next door, complete for \$15,000. Illinois. Great Southern Cleaners, 5111 Georgia Ave., West Palm Beach, Florida. Mr. Gable.

7506-2  
For sale—leading cleaning plant, modern cold storage vault, real estate in Central Texas. Mild climate. **ADDRESS, Box 7507, NATIONAL CLEANER & Dyer.**

Modern, fully equipped, **STODDARD SOLVENT PLANT** in beautiful Wisconsin city. **\$150,000 YEARLY**. Established routes and cash-and-carry stores. City is county seat. College town with U. S. airfield nearby. Excellent lease. Personnel experts with considerable longevity. Excellent father-son or husband-wife deal. In business, same location, for 25 years. Write us about **PRICE** and **TERMS**. **THE PAUL E. STARK CO., 1 West Main St., Madison, Wisconsin.**

7508-2

**OREGON'S LEADING CASH-AND-CARRY DRIVE-IN CLEANING PLANT, ULTRAMODERN BUILDING, SPECIALLY DESIGNED FOR DRYCLEANING BUSINESS, EXCELLENT BALANCED SOLVENT EQUIPMENT, SANITONE FRANCHISE. THE NORTHWEST'S FINEST AND MOST MODERN FUR STORAGE VAULT. PRICE \$45,000. ABOUT 1/2 DOWN. OWNER WISHES TO RETIRE. ADDRESS, Box 7509, NATIONAL CLEANER & Dyer.**

A real opportunity for the right party. Complete laundry and dry-cleaning plant with 4 trucks and 4 business locations, located in eastern Pennsylvania. **ADDRESS, Box 7510, NATIONAL CLEANER & Dyer.**

### CLEANING PLANTS FOR SALE (Cont'd)

**CENTRAL UPPER MICHIGAN**—prosperous city with immediate growth assured. Well-established cash-and-carry cleaning business and building with apartment. 140F and synthetic, considerable new equipment. Recent layout will handle \$100,000 nicely. Last 3 years weekly average approaching \$1,000. \$1.50-\$1.65 prices. Abundant labor supply. No cut rates around. 27% D.L. costs. Doing very well now and considerably more volume readily available. Good live business with excellent possibility. Owner retiring from business. Sacrifice for cash from investment—\$35,000—1/3 to 1/2 down payment needed—bank cooperative. **ADDRESS, Box 7504, NATIONAL CLEANER & Dyer.**

**DRYCLEANING AND LAUNDRY PLANT IN DEEP SOUTH.** Population over 750,000. 5 activated branches using 25 lb. washers. Volume exceeds \$50,000 annually. \$50,000 down. Balance 10 years. 21 years in business. Very profitable. **ADDRESS, Box 7505, NATIONAL CLEANER & Dyer.**

Drycleaning plant, modern, in N.W. Iowa. A profitable business. Living quarters available. Building for lease or purchase. Terms to responsible person. **ADDRESS, Box 7477, NATIONAL CLEANER & Dyer.**

**SOUTHERN WISCONSIN**—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. **ADDRESS, Box 7468, NATIONAL CLEANER & Dyer.**

Modern Drive-In Solvent Plant at Canton, Ohio. Gross over \$43,000.00 per year. For sale with or without Real Estate. **ADDRESS, Box 7399, NATIONAL CLEANER & Dyer.**

Modern up-to-date solvent plant 45 miles north of Pittsburgh, Pa. County seat with population about 25,000, drawing around 65,000. Largest glass works in the world. Other industries, bathroom and plumbing fixtures, farming and coal mining. Plant established 1910, located in heart of downtown with parking facilities. Next door to large chain food market. Business consists of plant store, 2 branch stores and one driver. Strictly retail, \$1.25 per plain garment. Excellent equipment including slick rails. Good opportunity for expansion. Very low rental. Gross volume this year will be approximately \$90,000. Can stand rigid investigation. Must be seen to appreciate. Reason for selling—domestic difficulties. **ADDRESS, Box 7581, NATIONAL CLEANER & Dyer.**

Completely equipped solvent plant in a fast growing area in **OREGON** near Portland, the only one here, doing a very nice all-year-round business, also truck, nice route, everything in excellent condition, priced right, owner retiring. **ADDRESS, Box 7522, NATIONAL CLEANER & Dyer.**

Complete modern synthetic cleaning plant in central Pennsylvania, 11/2 years old, \$85,000 year gross and increasing. Excellent buy. Real estate included. Owner must move to different climate. **ADDRESS, Box 7523, NATIONAL CLEANER & Dyer.**

Cleaning plant in the heart of the hill country. For more information write Box 676, Kerrville, Texas.

7524-2

Eastern Pennsylvania. For sale—long-established, modern-equipped dry-cleaning plant. Volume \$200,000. Routes and stores. Real estate centrally located. Suitable terms. **ADDRESS, Box 7525, NATIONAL CLEANER & Dyer.**

For sale—small cleaning plant in northern Wyoming. Established over 25 years. Stoddard solvent. Good equipment. Ideal for couple. Wonderful opportunity for small investment. Terms. **ADDRESS, Box 7526, NATIONAL CLEANER & Dyer.**

7526-2

### WANTED TO LEASE

Want to lease with option to buy medium-sized drycleaning plant, available around February, 1956, by man who owned and operated own plant for 10 years, supervised two plants for large, reliable company, now connected with international company as plant supervisor. American citizen, married, sober, best references. **ADDRESS, Box 7347, NATIONAL CLEANER & Dyer.**

7527-2

**SITUATIONS WANTED**

Position as **EXECUTIVE ASSISTANT** to owner is sought by one who is stymied in present job, with no outlet for progressive sales promotion, perspective expansion, and efficient production capabilities and ideas. Experienced in administrative responsibilities, with a background of 28 practical years in the over-all cleaning and laundry field. Incentive basis only. New York, Long Island area. **ADDRESS**, Box 7485, **NATIONAL CLEANER & DYER**. -5

Position wanted as working manager in cleaning plant. 9 years experience in medium-size cleaning and small laundries. Experience in cleaning, spotting, finishing, training help and managing. Age 28, married, with two children. References from business men in town. Want position with future. **ADDRESS**, Box 7485, **NATIONAL CLEANER & DYER**. -5

Experienced field technician and plant manager, young, aggressive NID graduate capable of assuming responsibility and working with people. Desires position in metropolitan New York or northern New Jersey. **ADDRESS**, Box 7529, **NATIONAL CLEANER & DYER**. -5

**HELP WANTED**

**DRYCLEANING ENGINEER.** If you want a permanent position as a development engineer on petroleum equipment in the expanding engineering department of the largest manufacturer, reply giving complete qualifications. Location Ohio. Profit sharing and insurance benefits. **ADDRESS**, Box 7359, **NATIONAL CLEANER & DYER**. -7

**DYER**—young man, strong, with knowledge of dyeing of garments, fabrics and rugs in retail plant. Wonderful opportunity for advancement and year 'round position. La France Cleaners & Dyers, 244 N. W. 35th St., Miami, Fla. 7459-7

**SALES SUPERVISOR**—4 routes, 4 stores. Old-established plant in south central Pennsylvania, desiring to expand. Salary plus bonus. Submit all details in first letter. **ADDRESS**, Box 7460, **NATIONAL CLEANER & DYER**.

**WORKING FOREMAN MANAGER**—for modern drive-ins and shopping plaza synthetic plants, shirt laundry, and drycleaning. Must be able to take full charge, hire and train help, high salary plus profit sharing. Exceptionally good for live wire and willing worker who can do quality work and has the personality. New plants in the following Ohio cities—Conneaut, Ashtabula, Geneva, Painesville, Willoughby, Wickliffe, Euclid, Warren, Sandusky, Mansfield, Akron and Boardman. Send photograph, state age and give full resume of yourself. Replies will be kept in strict confidence. **ADDRESS**, Box 7490, **NATIONAL CLEANER & DYER**. -7

**SALES MANAGER**—experienced, for modern family laundry and dry-cleaning plant in fast-growing suburban New York City area. Applicant should be aggressive and sales-minded. He should be an organizer with administrative ability and a record of good personnel relations. Position permanent with excellent outlook for a good future with a growing organization. Salary \$10,000 per year. **ADDRESS**, Box 7514, **NATIONAL CLEANER & DYER**. -7

Spotter for retail drycleaning plant, synthetic, steady job, year-round. Wonderful opportunity for the right party. Location—East Orange, New Jersey. **ADDRESS**, Box 7516, **NATIONAL CLEANER & DYER**. -7

**ASSISTANT TO SALES AND GENERAL MANAGER** for well-established and reputable northern New England medium-sized plant, who is between 35 and 50, married, determined to improve present situation and who has the ability to get things done. NID or AIL graduate preferred. **ADDRESS**, Box 7517, **NATIONAL CLEANER & DYER**. -7

**ASSISTANT TO SALES MANAGER, LEADING MANUFACTURER** of dry-cleaning and laundry machinery. Sales engineer or technical man to assist on sales promotion, field training of distributors, equipment application and quotation. Eastern location. Submit complete resume, including age, education, experience and employment record. **ADDRESS**, Box 7492, **NATIONAL CLEANER & DYER**. -7

**DRYCLEANING ENGINEER**—If you want a permanent position as a development engineer on petroleum equipment in the expanding engineering department of the largest manufacturer, reply giving complete qualifications to: **ADDRESS**, Box 7460, **NATIONAL CLEANER & DYER**. Location—Ohio. Profit sharing and insurance benefits. -7

**DISTRICT SALES REPRESENTATIVES**—college graduates preferred, age 25-35, as direct factory representatives for outstanding manufacturer of drycleaning machinery and filters. Distributor sales experience with equipment desirable. Selected applicants will work with and assist already established distributors on application and sales promotion of all company products. Several open territories offer exceptional opportunities. Send complete resume. **WASHEX** Machinery Corp., 192 Bunker St., Brooklyn 22, N. Y. 7491-7

**DRYCLEANING PLANT SUPERINTENDENT** for one of the best cleaning plants in Ohio. Must be an executive, with ability to organize, train and supervise help. Only quality-minded individuals need apply. Write, stating all qualifications and salary expected. **ADDRESS**, Box 7532, **NATIONAL CLEANER & DYER**. -7

**HELP WANTED (Cont'd)**

All-around man for quality drycleaning retail plant, New York City. Knowledge of all phases of drycleaning. State age, experience and salary expected. **ADDRESS**, Box 7493, **NATIONAL CLEANER & DYER**. -7

**MALE HELP WANTED.** Capable working foreman for mechanized rug cleaning plant in Middle West. Prefer experienced man, but will consider one with supervising experience in laundry or drycleaning. Real opportunity. **ADDRESS**, Box 7530, **NATIONAL CLEANER & DYER**. -7

West Coast Wholesale Cleaners Association requests applications for employment from persons interested in acting as association executive secretary. Write background, experience and salary required. **ADDRESS**, Box 7531, **NATIONAL CLEANER & DYER**. -7

**SALES MEN-DISTRIBUTORS WANTED**

Salesman in household and drapery department of quality cleaner in New York City. With some following. Qualified to estimate. State age, experience and salary. **ADDRESS**, Box 7494, **NATIONAL CLEANER & DYER**. -14

**DISTRIBUTORS-JOBBERS** for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.** Mfrs. of Wire Coat Hangers. 5669-14

Salesman with a large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirocco Company**, 680 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

**POLIO ISN'T LICKED YET!**

Millions of American children were protected by the Salk vaccine in 1955. But

**Polio continues to strike!**

Among the many millions more of unprotected—children and adults—30,000 victims were stricken with infantile paralysis in 1955!

**They still need help!**

At the end of 1955 there are 68,000 patients for whom the vaccine came too late. But it is not too late to help them—and it is to the March of Dimes that they are looking for help in surviving, in learning to breathe, to walk, to live a normal life.



**JOIN THE MARCH OF DIMES**

**Research must go on!**

Tens of thousands more will be stricken with infantile paralysis before the entire nation is blanketed with protection. Today, March of Dimes funds which developed and tested the Salk vaccine are financing research to improve it—to discover if it can be made more effective, give longer immunity, be produced more cheaply.

**The job is not finished!**

**POLIO ISN'T LICKED YET!**

**JOIN THE MARCH OF DIMES**

**The National Foundation for Infantile Paralysis**

This space contributed as a public service by

**THE NATIONAL CLEANER & DYER**

## MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

For export to Canada, used machinery of all kinds, especially cleaning units, both synthetic and solvent. Write full particulars and lowest prices to: Box 7511, NATIONAL CLEANER & DYER. -3

## POWER PLANT EQUIPMENT FOR SALE

BOILER: 72 H.P. complete with IRON FIREMAN STOKER, Schaub return, fully automatic, all for \$750. Can be seen in operation. Franklin Cleaner & Dyers, 1338 Sheffield Road, Aliquippa, Pa. 7386-36

BOILERS: 1-15 H.P. Powermaster oil 185 lbs., 1-40 H.P. Cleaver-Brook 125 lbs., 1-9.7 Scotch Marine oil 185 lbs., 2-250 H.P. Kewanee 125 lbs., 1-109 H.P. Scotch Marine 15 lbs. P. O. Box 95, Ramsey, N. J. 7513-36

## MACHINERY FOR SALE

CLEANING UNIT—Hoffman 140F M-1. Complete duct work, piping, fire door. With or without 15 H.P. boiler. Excellent condition. Real bargain. Contact R. L. Du Bois, 348 W. Harding Way, Stockton, Calif. Phone: Howard 6-8451. 7512-4

Priced for quick sale—late model Mercury, Martin, 2 Majestics and a 10 lb. Columbia. Metropolitan Dry Cleaning Machinery Co., Inc., 105-12 Astoria Blvd., East Elmhurst 69, N. Y. DElender 5-4400. 7527-4

LAUNDRY EQUIPMENT: 1-24 x 36" American Monel metal washer, 2-pocket, 2-speed, motor-driven, overhauled, new bearings, \$495; 2-Huebsch 24" tumblers, double coils, \$50 each; 1-Huebsch 30" tumbler, double coil, \$50. DRYCLEANING EQUIPMENT: 1-Hoffman shoulder press, \$150; 1-Hoffman suit coat steam former, \$50; 1-Hoffman dress steam former, \$100. Uncrated FOB Middletown, Ohio. Union Sanitary, Inc., Park & 2nd Ave., Middletown, Ohio. 7528-4

LIKE NEW—WASHERS AND 1 EXTRACTOR, BEST OFFER. Hoffman washer 64x42", 160 lb., Hoffman washer 92x42", 225 lb., and 40" extractor. Washers are direct-drive, motor-driven, with reversing controls and panels. Extractor has timing control and circuit relay switch. O'Connor's Cleaners, River Forest, Ill. 7501-4

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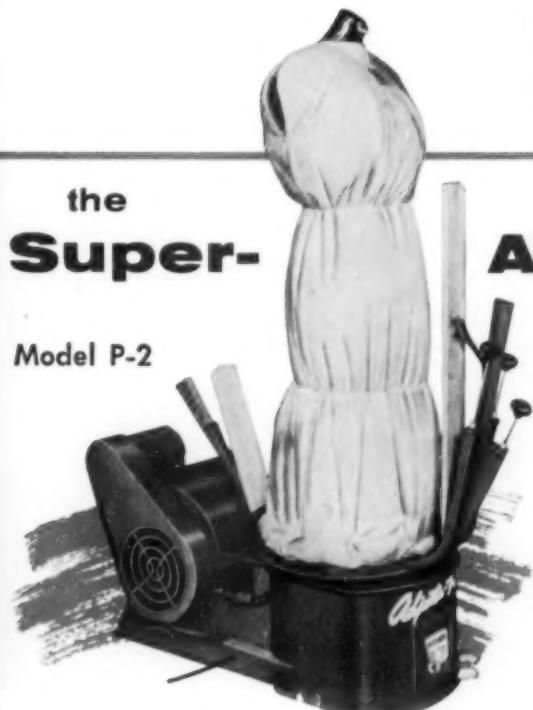
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